

# PRINTERS' INK

Registered U. S. Patent Office  
*A JOURNAL FOR ADVERTISERS*  
 185 Madison Avenue, New York City

VOL. CXX, No. 6

NEW YORK, AUGUST 10, 1922

10c A COPY

B. A. I. S. 1921 with  
 N. W. Ayer & Son



## LIVE MAIL

NOWADAYS, the maternally inclined hen is advised to quit clucking and resume laying, or become chicken soup. Sex equality! She is free to scratch out a living. Giant incubators will hatch 900,000 baby chicks at a setting, but alas, they cannot lay one single egg.

The Kerr Chickeries, Inc., of Frenchtown, N. J., entrusted Advertising Headquarters with the task of keeping millions of their Lively Chicks sold ahead. You cannot store chicks on a shelf to wait for buyers. They must go into the outgoing parcel post the day hatched—absolutely sure.

A newspaper and farm weekly mail order campaign; a distinctive name and trade-mark; counsel on breeding, improving quality and marketing Lively Chicks—these were our contributions to a highly successful season. Sales were nearly doubled, at one-half the cost per inquiry of any previous year.

**N. W. AYER & SON**  
 ADVERTISING HEADQUARTERS

NEW YORK  
 BOSTON

PHILADELPHIA

CLEVELAND  
 CHICAGO



# Where Is The Farm Market?

It is right here—not way out there.

Today there are hundreds of farmers in Field's, in Wanamaker's, in Jordan Marsh's.

There are thousands of farmers in the very stores where your goods are sold.

You don't have to look for the farm market—it is right in the stores of your dealers.

But there are farm papers that go into the homes of these farmers and nearly two million of the farm families are readers of The Standard Farm Papers.

These papers cover the 29 richest farming states—the states where 50 per cent of the buying of commodities is done by farmers.

Where is the farm market? It is all around you. Can you afford to overlook it?

## The Standard Farm Paper Unit

*The flexible national medium with local prestige.*

*A. B. C. Circulation 2,000,000.*



<b>The Ohio Farmer</b> Established 1848
<b>The Wisconsin Agriculturist</b> Established 1877
<b>Prairie Farmer, Chicago</b> Established 1841
<b>Pennsylvania Farmer</b> Established 1880
<b>The Breeders' Gazette</b> Established 1881
<b>The Nebraska Farmer</b> Established 1859
<b>Wallaces' Farmer</b> Established 1895
<b>Pacific Rural Press</b> Established 1870
<b>The Farmer, St. Paul</b> Established 1882
<b>The Farmer's Wife</b> Established 1898
<b>Hoard's Dairyman</b> Established 1876
<b>Progressive Farmer</b> Established 1886
Birmingham, Raleigh, Memphis, Dallas
<b>The Michigan Farmer</b> Established 1843

*Eastern Representatives:*  
WALLACE C. RICHARDSON, INC.,  
95 Madison Ave.,  
New York City

*Western Representatives:*  
STANDARD FARM PAPERS, INC.,  
1100 Transportation Bldg.,  
Chicago

All Standard Farm Papers are members of the Audit Bureau of Circulation

# PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

VOL. CXX

NEW YORK, AUGUST 10, 1922

No. 6

## How Much Supervision Do Salesmen Need?

Even the Higher Grade of Road Men Will Often Do Better Work if They Are Kept in Check by Men at Headquarters Who Can Guide Them Tactfully

By Britton Ashbrook

WITHIN the year a startling change has come over a sales manager friend of ours and the change reflects itself in many departments of his company.

Last year there was probably nowhere a more hectic sales organization. Even the casual observer could quickly sense the contagious fever which possessed the selling office. Messengers ran hither and thither. Inter-office telephones jingled constantly. With inaccurate haste the billers pecked at their machines. The shipping clerks loafed, perchance, in the morning. Shipping instructions were always late in coming down from upstairs. The same clerks rushed in the afternoon to forward shipments, the tickets for which should have reached them the evening before.

As for the sales manager himself, if he did keep an appointment, the visitor was impressed with a sense of aimless haste.

Yet, today, there is nowhere a more calm or collected selling organization. The morning mail is handled with dispatch. The billers work more slowly than before but more steadily, more accurately. The shipping department has its rush order instructions by ten in the morning. With roller-bearing smoothness and precision the day's work moves inevitably forward.

The sales manager is accessible, calm, well-poised. He finds time to travel and counsel intimately

with his salesmen. He finds time to work out new selling strategy in advance of its need. He has discovered hours for quiet conference with the heads of the house and has risen in their estimation to a new high level.

His answer to our question: "How did it happen?" was so simple that he seemed abashed to give it.

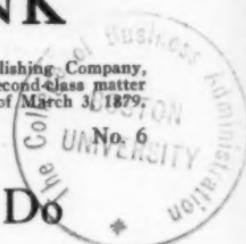
He had selected three of his best-rounded salesmen, taken them off their territories, and given to each active daily supervision over a third of the sales force. He found (to his own surprise, he confessed) that it was not quite necessary for him to visit every order; that he could really benefit his salesmen more by thinking up sound selling ideas than he could by checking up orders; that his three assistants could keep his men happier than he himself could because they could promptly give advice, could promptly have a credit investigated, could see that a rush shipment did get off promptly.

His experience, then, provokes these questions:

Does the average salesman really need and appreciate more supervision? Does the average sales manager need relief from departmental detail?

Let us see if experience will not be suggestive of worthwhile, helpful answers.

A maker of office specialties has a number of branches that are



self-contained selling, billing and delivering units.

In the last few years he has tried a number of sales supervisory schemes. For a time the branch manager acted also as sales manager and had sole charge of all selling activities. But experience showed that under this arrangement the salesmen were receiving too little personal counsel, too little instruction. And then sales duties forced the branch manager to neglect his more general responsibilities.

So the branch managers were given relief by the appointment of personal assistants directly responsible for all sales supervision. At first this arrangement seemed ideal.

Then one radical-thinking branch manager insisted that the salesmen needed still more supervision than the assistants to the manager could spread over a whole group. So insistent was he that he was allowed to try the experiment of placing under the assistant to the manager three head salesmen, each in turn, directly responsible for the daily detailed selling activities of five men. The plan worked out so satisfactorily that it was then applied in every branch office.

The whole trend of this evolution, you will notice, was toward more and more detailed supervision. And some of the branch managers believe that not yet has the point of diminishing return been reached.

#### SELLING CALIBRE IN RELATION TO SUPERVISION

Several manufacturers who employ house-to-house canvassers agree that the success of such work depends, largely, on unusually close supervision.

A food manufacturer who does considerable house-to-house selling and sampling found that he could carry on the work economically only by recruiting his crews in the cities where they would operate. But he found, too, that the economical use of these "pick-up" crews demanded that this feeling be implanted in every canvasser's mind: "At this very minute the

crew manager may be following behind me checking up my work."

One sales manager who employs crews is almost willing to propound this axiom: "The lower the selling intelligence employed the more supervision will it need." He admits that such advice seems banal but is surprised when he finds that many, many employers leave their low-priced selling help largely to their own devices with, perhaps only a weekly or semi-monthly check-up.

When asked, "Over how many men can a directing head exercise daily supervision?" another sales manager replied as follows:

"When the merchandise is standardized and the selling talk is more or less standardized one man can watch, check and instruct as many as seven or eight others—but no more."

Contrariwise, the maximum of supervision seems to be required when the product or service can in no way be standardized and when each sale requires a strikingly different presentation.

A well-known office appliance manufacturer, for example, exercises over his selling organization a very intensive supervision. His salesmen make on the average between \$3,500 and \$4,000 per year.

And over each three or four salesmen is a manager earning from \$7,000 to \$10,000. These managers work out special presentations with their subordinates and of course help in closing contracts. This organization adheres strictly to the principle that to hold the confidence of his men the supervisor must be a better salesman than any one of them.

#### MORE SUPERVISION—MORE SALES

In a number of observed instances the amount of supervision exercised bears a very immediate relation to the amount of sales enjoyed.

A Western insurance agency had twenty-two men on its staff. True, the profits were excellent but the agency manager felt that they might be much better. He himself had been supervising the selling, but knew that he was un-

owing  
work."  
employs  
pro-  
over the  
ed the  
1." He  
seems  
en he  
loyers  
g help  
with,  
semi-

many  
ercise  
sales

stand-  
alk is  
the man  
act as  
mers—

um of  
quired  
e can  
and  
strikt-

liaunce  
ex-  
organiza-  
sion.  
verage  
year.  
four  
erning  
These  
esem-  
nates  
con-  
cheres  
at to  
in the  
sales-

ALES  
in-  
ision  
date  
sales

ency  
staff.  
llent  
that  
He  
the  
un-

"WE'RE ILL RE.....! How'd I ever mess that?"  
 "Nugle Gabriel Snubbers I suppose, eh, Duck?"  
 "Sure he does! He's lost his putting touch — won't be all "shank up" trying to get home on the over that coldblown round weenie Snubbers. Better lesson up and buy a set."  
Gabriel Snubbers manufactured by The Cabinet Mfg. Co., Cleveland © 1922  
 Printed in U.S.A. by the American Litho Co., Inc., New York

**GABRIEL  
SNUBBERS**

The advertising for Gabriel Snubbers  
is prepared by this agency

THE H. K. McCANN COMPANY  
*Advertising*  
NEW YORK CLEVELAND SAN FRANCISCO TORONTO



Aug. 10, 1922

able to give his men the individual counsel they needed.

So he split the direction of the force between himself and two of his salesmen whom he promoted to supervisory jobs. The selling expense was, of course, immediately increased. But within three months the increased expenses had been taken care of by increased sales. And at the end of a year the profits of the agency showed a 20 per cent increase with a corresponding rise in average individual income.

Incidentally this agent has acquired the enviable reputation of giving the soundest insurance advice in the city—a natural result of the daily coaching enjoyed by his agents.

Bond selling has many problems in common with insurance selling. Permanent custom is built on sound buying advice, and sound buying advice is seldom alike in any two cases. A New York bond selling organization with thirty salesmen recently decided that their advice was too haphazard. Cub bond salesmen were often selecting securities for investors, not because they felt competent to do so, but because no one seemed to have the time to properly advise them. Under a changed system four experienced bond salesmen educate the younger men; teach them how to make wise selections and help them close difficult cases.

In two years this added expense has more than justified itself in added sales. And in addition it has drawn to this particular house much of the cream of the embryo bond-selling ability. The young man going into the bond business sees there not only an opportunity to sell but an opportunity to learn values from experts.

#### SUPERVISING THE MAN ON THE ROAD

Away from his family, exiled from his friends, the road salesman needs advice, craves contact, wants help and gets, in the main, much less of it than his city brother. The reason, of course, is simple. The city man can come into the office each evening. He

can hold daily conversations with his superiors and advisors.

Road men, experience shows, are keenly appreciative of supervision and help when it is diplomatically extended. They like to feel that someone in the home office is looking after *their* accounts. They like to feel that they can get just as quick an adjustment of a difficulty as can a city salesman. They like to feel that someone has an affectionate eye on their rush orders.

One manufacturer who appreciates this has a sales correspondent for every six salesmen. But in this case the correspondents do not instruct the salesmen, nor issue orders to them. Rather they are service men for the salesmen.

Another house has two traveling sales managers, who rotate between the various salesmen, spending a few days with each.

Again, many managers of small sales forces try to make at least one trip a year with each salesman. Where the force is larger it has often been found wise to gather several men together at a common point and hold an informal sales convention.

Letters, too, can frequently be very helpful in improving the morale of the road force.

B. L. with a force of thirty men under the direct supervision of himself and his two assistants never lets a day pass without writing a personal letter to at least six of these men. Thus at least once a week each salesman hears, in sympathetic vein, from his department head. And these letters always aim to build up in a kindly, sincere and helpful way some weakness of the particular salesman addressed.

#### DANGERS IN A LACK OF SUPERVISION

In these advertising days *discipline* is one prime essential of a competent sales force.

A prominent agency man recently said that in his opinion the next great selling development would be the alliance of selling strategy and advertising strategy to accomplish a common objective. And yet today many a sales force is giving to the trade a mes-

# Every Month a Real Interest

in every one of the million copies  
of

## NEEDLECRAFT MAGAZINE

Because each copy has been paid  
for in advance by the subscriber  
on the basis of the recognized  
merit of the magazine.

Advertisers make money out of  
their investments in Needlecraft  
Magazine and that is why our  
volume of advertising is con-  
stantly increasing.

*"One Woman Tells Another"*



Member A. B. C.

sage that in no way takes account of what the advertising is saying to the consumer.

Is this because the salesmen have not been instructed to say the thing that will best complement the advertising?

No! It is because they have disobeyed instructions and there has not been sufficient supervision to catch them. Today, a salesman himself recently remarked: "Many a too busy sales manager would be startled at the striking difference between what his men have been instructed to say and what they are really saying."

A New York specialty manufacturer had for years let his sales force pursue their merry way with almost no instruction. Recently he found it absolutely necessary to have a certain thing said to the trade. In connection with his advertising to consumers he had devised what promised to be effective strategy—provided the trade got the proper story.

But so poor was the sales discipline that four salesmen had to be discharged before the rest would wake up and talk as instructed.

This manufacturer now realizes that his distress was caused by years of too meagre supervision.

In another instance a new advertiser's consumer copy needed very careful explanation to his jobbers. His salesmen (unschooled in advertising) were given a portfolio which was self-explanatory and asked to go over it in detail with every jobber. Because they had no samples to carry, it seemed reasonable to demand that they never be without the portfolio and that they show it to every jobber.

Were they doing it?—that was the question the advertising agent asked. To find out he suggested this simple expedient:

A duplicate portfolio was made up and kept in the buyers' room at the main office in New York. Whenever a visiting jobber arrived the portfolio was opened with some such remark as this: "Of course, our Mr. C. has spoken to you of the important development explained in this portfolio."

It was thus easy to learn which salesmen were and which were not

carrying out the selling policy.

It is often comparatively easy to know how much advice and instruction a man *needs* but very difficult to estimate how much he will *take*. Peculiarly is this often true with the individual "star" earning five figures or more. Here diplomacy has its innings.

A certain steel salesman earns upwards of \$25,000 a year. He accepts suggestions from no one and yet is peculiarly valuable. But the president of his company has found a way to suggest without seeming to suggest. The president, for example, wants his star to take hold of a new selling idea in relation to some particularly desirable contract.

No, he doesn't broach the *idea* itself, but from time to time he will conversationally hover on the very brink of this idea. He will let the conversation play all around it but not quite touch it. He hints, he suggests, he implies, but he does not disclose.

Then suddenly the idea itself will dawn upon the salesman, who thinks it is his own brain child. Suddenly he becomes enthusiastic and champing at the bit to present his brand new line of attack. And invariably his president tells him what a smart fellow he is and sends him on his innocent way—to return, almost always, with the contract.

No! The amount of sales supervision needed cannot be mathematically determined. But mathematics show that rich dividends are generally forthcoming when it is determined with even approximate correctness.

#### Guy F. Minnick with "Woman's World"

Guy F. Minnick, formerly a partner in Paul W. & Guy F. Minnick, publishers' representatives, New York, has been made Eastern advertising manager of *Woman's World*, New York. Mr. Minnick was at one time advertising manager of *McClure's*.

#### Golf Ball Account for Lyddon & Hanford

The advertising account of the R-34 golf balls is now being handled by the New York office of the Lyddon & Hanford Co.

The A. B. C. auditors  
have just finished in  
Brooklyn.

The Standard Union  
audit shows:

Net daily average for  
the year, 70,195.

Net Sunday average  
for the year, 41,541.

The net circulation of  
the Sunday Standard  
Union today is over  
68,000 copies.

*R. F. P. Schulman*

# Featuring Dependability to Offset "Mushroom" Competition

Business-Paper Campaign for Tobias Caps Emphasizes the Stability and Prestige of the House

By S. C. Lambert

MANY business men are familiar with the fungous type of competition, which springs up overnight, as it were, and generally is gone tomorrow. In some trades it is more common than in others, but almost every industry can present examples of concerns which attempt to do business with insufficient capital, inaccurate knowledge of costs, and no conception of overhead; which raid the market for a time by cutting prices recklessly, and inevitably vanish into the limbo of the bankruptcy courts. Individually they are of small importance; but the damage that they do in the aggregate is often considerable. An energetic competitor of this character will sometimes demoralize a whole section of the trade, before Nemesis in the form of economic law actually overtakes him.

It is difficult to deal with the problem by direct action. The laws against restraint of trade are stringent, and any attempt to keep the mushroom concern from going into business is likely to be sharply checked. The best protection against such assaults is the possession of a reputation for dependability, and a trade-mark that guarantees the ultimate salability of the goods because it is favorably known to the consuming public.

Mushroom competition is most prevalent in those trades which require only a small investment for machinery and equipment, and slight technical knowledge on the part of the operatives. It flourishes especially, for example, in what are known as the needle-work trades, where a small investment will equip a "factory," and workers can be drafted from the family circle by the genial practice of "sweating." "Anybody

can make caps," says Charles H. Tobias, of Chas. Tobias, Bro. & Co., Cincinnati, "with a rag, a thread, a couple of sewing machines and a hot iron. Thus the average cap house springs up like a mushroom, lasts for a couple of years, and then flops, and another one takes its place."

## AGE PROVES AN ASSET TO TALK ABOUT

In the effort to meet this situation the company has made a radical change in its trade-paper copy, and is demonstrating to the retailer what a history of 76 years in the cap business means in quality and dependability. "The usual trade-journal cap advertising," says Mr. Tobias, "shows a picture, names a price, and then rolls over and waits for returns." The Tobias copy, however, stands out in sharp contrast, by subordinating the merchandise, and illuminating the character of the house.

"If You Don't Like Them—Send Them Back!" says a headline, for example, "That's what Henry Tobias said to his first customer over in England, 76 years ago. That's what he told his customers in America, when he opened his little cap shop on Fifth Street, in Cincinnati. And that same guarantee still goes with every Tobias order.

"The standards of good workmanship which Henry Tobias established for Tobias Caps back in London in 1845 have been strictly maintained. His grandsons, who now head the firm, look upon these standards not only as a business tradition, but as a family heritage.

"Exclusive fabrics, original designs, and up-to-date factory equipment are added reasons for

## For Almost a Century

THE YOUTH'S COMPANION has maintained the same high purpose in offering only the best in fiction, the most reliable in statement of fact and editorial comment, which informs rather than argues.

## It Has Helped to Mould

four generations of American families, and in doing this has built up a circulation composed of substantial and influential families, who are

## Leaders of the Country.

It hopes to mould many more generations in an increasing number of families.



## THE YOUTH'S COMPANION Boston, Massachusetts

New York Office:  
1701 Flatiron Building

Chicago Office:  
122 So. Michigan Blvd.

Aug. 10, 1922

the satisfaction you will find in dealing with Chas. Tobias, Bro. & Co. They rest on the firm foundation which Henry Tobias laid when he opened his first cap factory and said to all his customers: 'If you don't like them—send them back!'

Another piece of copy is illustrated with a drawing of an el-

father, whom she simply referred to as 'Morris.'

"As they walked through the other rooms, Mr. Tobias pointed out many employees who had been with the company for fifteen, twenty, and thirty-five years or more. The men and women stopped work, looked up and smiled, and greeted their employer with an enthusiastic, cheerful 'Hello, Charley.'

"Back in the office Mr. Charles Tobias remarked, 'The only standby that has been with us longer than some of our employees is the old Tobias guarantee, which always has been, and still is—if you don't like them—send them back!'

Other advertisements in the series feature traveling salesmen who have been with the company thirty-five years, twenty years, sixteen years; dealers who have been buying Tobias Caps for fifty years or more, and so following. Each advertisement includes an illustration of a particular piece of merchandise, together with prices; but this is subordinated to the

general appeal based on the prestige and stability of the house. Occasionally the company runs a straight merchandising advertisement, featuring its registered trade-mark prominently, but the weight of the campaign is placed upon the effort to impress the dealer with the advantage of dealing with a dependable house rather than the fly-by-night.

### McGraw-Hill Publication Changes Name

The title of *Electrical Review and Industrial Engineer*, a publication of the McGraw-Hill Co., Inc., New York, has been changed to *Industrial Engineer*.



### His grandsons make them now!

"Remember this, Boys. It does not take very much capital to start manufacturing caps, but it takes fair prices, first-class workmanship, and consistent square dealing to stay in the cap business."—Henry Tobias to his sons, in 1870.

The fact that a firm has *continued* to make caps for seventy-six years is evidence of the integrity of its members as business men as well as of their skill and knowledge as craftsmen.

The present heads of the firm of Chas. Tobias, Bro. & Co., are "born" cap makers—they are the grandsons of Henry Tobias, Cap Maker from England, whose standard of good workmanship is still regarded as the supreme test to which all Tobias Caps must measure up. As proof of their determination to maintain this standard they say with every order of Tobias Caps:

*"If you don't like them—send them back!"*



8-ply caps are coming  
ready made  
The Doctor  
Order Number  
Delivery at \$15.00  
Delivery at \$10.00  
Delivery at \$5.00  
2 Doms Tob.  
Caps  
Average  
Dimensions  
Width x Depth  
Carded and with every  
order."

CHAS. TOBIAS, BRO. & CO., Cincinnati, Ohio  
*Cincinnati Cap Manufacturer Since 1859.*

THE FOUNDER STILL ADVERTISES THE TOBIAS BUSINESS

derly woman at a sewing machine, with the headline, "Dora Calls their Father 'Morris'—and that's Dora Ridder," said Charles Tobias, to the dealer whom he was showing through the plant. 'She's been with the company for fifty-six years now, and can tell you more about the history of the concern than I can myself.'

"They stopped and talked to her. She told them how she had worked for the Tobias Company long before the present owners were born. She spoke of their grandfather, who moved his cap shop from New York to Cincinnati in 1859, and also of their

# DRY GOODS COPY



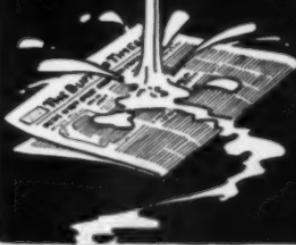
## *The ACID TEST*

Unquestionable proof of any newspaper's pulling power is shown in the amount of Dry Goods copy it carries continually.

### The TIMES Leads in Buffalo

Dry Goods advertising in lines carried by each Buffalo newspaper from January 1st to June 30, 1922:

<b>TIMES</b> . . . . .	<b>1,285,424</b>
News . . . . .	1,063,944
Courier . . . . .	410,886
Express . . . . .	307,006
Commercial . . . . .	45,038
Enquirer . . . . .	1,050



NOTE—*TIMES, Courier and Express*  
seven issues a week. *News, Commercial and Enquirer* six.

### THE BUFFALO TIMES, Inc.

NORMAN E. MACK, Editor and Publisher.

National Representative **VERREE & CONKLIN** New York, Chicago,  
Detroit, San Francisco



# My Farewell Address as President of the American Federation of Labor

Three men were at luncheon one day not long ago. One of them was William R. Bassett. The talk came round to his strong subject, the rights and duties of men and

WO  
Bas  
“ef  
get  
wo  
for  
thin  
the  
thin  
a g  
lock  
limi  
org  
Gon  
“an  
fron  
mov  
tim  
thou  
  
Out  
extra  
whi  
Aug

women who work in factories. Mr. Basset has spent his life doing what "efficiency experts" talk about—getting more production of the world's goods. Red tape, ruled forms, unnatural ways of doing things, mean little to him. Keeping the work moving means everything. This has led him to fight against both shutdowns and lockouts by employers, and the limitation of production by labor organizations. "Suppose you were Gompers," said one of the others, "and suppose you were retiring from the leadership of the union movement, and were for the first time in years free to speak your real thoughts. What would you say?"

Out of that question grew the extraordinary imaginary address which appears in Collier's for August 12.

**Collier's**  
THE NATIONAL WEEKLY

Aug. 10, 1922



It is a proud bit of history to have the distinction of being the oldest stationery house in America—and a member of the Centenary Club.

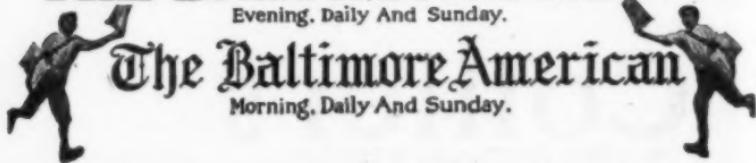
Dating its origin back to 1804, when Fielding Lucas, Jr., whose portrait is shown, founded this business, more than a century of success and growth has broadened the firm of Lucas Brothers, Incorporated, into a concern that specializes, to use their own slogan, in "Everything for the Office."

William F. Lucas, Jr., grandson of the founder, is president; T. A. Steinmueller, vice-president, and J. G. Kaufman, secretary-treasurer.

*Practically every buying home in Baltimore and close vicinity is reached by the NEWS or AMERICAN every day. Combined rates for 1,000 lines or more are 30 cents daily, Sunday 35 cents, Sunday American Rotogravure, 35 cents per line flat.*

## THE BALTIMORE NEWS

Evening. Daily And Sunday.



*Frank A. Webb*  
Advertising Manager

DAN A. CARROLL  
Eastern Representative  
150 Nassau Street  
New York

J. E. LUTZ  
Western Representative  
Tower Bldg.  
Chicago

## Where Does Your Product Stand in Baltimore?

ONE of Baltimore's most distinguishing characteristics is its solid American citizenship, 88.6% of its population being American born and bred.

Catering to a buying clientele of this calibre, no wonder that Baltimore's retail stores have become standards of excellence for the tens of

thousands of out-of-town merchants—buyers from that section of the country extending from Pennsylvania to the Gulf—who do their wholesale buying in this city.

Where does your product stand in this vast market? Have you created such a demand for it in Baltimore that its prominence in retail stores will appeal to this merchant buyer as a mighty desirable line for him to handle also?

You create and sustain this Baltimore demand through the NEWS and AMERICAN, the papers that Baltimoreans rely upon for thorough and impartial presentation of the news and comment of the day.

\$11  
W  
D  
will  
tise  
M  
che  
thin  
som  
oth  
way  
been  
to h  
have  
only  
peri  
throu  
learn  
"the  
never  
vert  
mist  
thin  
have  
in th  
enou  
on t  
to su  
son  
muc  
this  
Th  
ing  
Wri  
sist  
can  
of t  
made  
histo  
stead  
being  
Th  
rather  
cerns  
But  
more  
other  
he  
dental  
adver  
prese

# Wrigley Increases His Advertising Outlay to \$4,000,000

\$11,000 a Day to Be Invested to Hold and Extend Market for Chewing Gum

By C. M. Harrison

DURING the coming year the Wm. Wrigley, Jr., Company will spend \$11,000 a day to advertise its various chewing gums.

Mr. Wrigley has been in the chewing gum business now for thirty-two years. He has made some mistakes just as does any other manufacturer fighting his way ahead to greatness. He has been broke three times, according to his own free admission. Policies have been laid out and plans made only to prove impracticable. Experimentation has been gone through with and hard lessons learned.

"But through it all," he says, "there has been one thing that never has failed us. This is advertising. It is possible to make mistakes in advertising as in everything else relating to business. We have made ours, I suppose. But in the main we have been fortunate enough to be able to think clearly on this vital principle. If I had to sum up in just a word the reason why advertising has done so much for us I think I would say this: We gave it a chance."

This policy of "giving advertising a chance" spoken of by Mr. Wrigley has been followed consistently from the beginning as can be seen by a comparative study of the advertising appropriations made each year in the company's history. The increase has been steady, that for the present year being in excess of \$1,000 per day.

The year 1921 was regarded as rather a bad period for many concerns in the East and Middle West. But Mr. Wrigley declares he sold more gum that year than in any other one of the thirty-two years he has been in business. Incidentally he spent more money for advertising than ever before. The present year is working out on the

same basis all around—profits and expenditures.

Here in brief is what Wrigley plans to do in an advertising way during the ensuing twelve months:

He will spend more than a million dollars in newspapers, using the metropolitan press, smaller town dailies and country weeklies—about 8,000 newspapers in all.

#### OUTDOOR ADVERTISING INCREASED

There will be increases also in the use of posters, car cards, painted signs and electrical displays. Unusual interest attaches to the company's use of painted bulletins because it has just closed a contract providing for the expenditure of \$3,000,000 to \$3,500,000 on that medium to extend over a period of four years. It is expected that Wrigley's signs will be painted on boards in every part of the United States during that period.

The big electrical sign at Times Square, New York, will be continued, of course. This costs close to \$100,000 per year and is really national in its effect. Visitors to New York from all parts of the country and the world see it. The spearmen flashing out before the Broadway crowds every night help to sell Wrigley's gum in Topeka, Denver and San Francisco.

The company will continue also its use of profit-sharing coupons on a larger scale than ever. This is regarded as one of the most effective business-getting plans it can use. It has increased sales so appreciably during the last year that its wider use is only logical.

There are people who say Wrigley is a plunger in advertising. In a recent *PRINTERS' INK* editorial there was quoted a remark by one of his friends to the

effect that he certainly must be a fool to keep on spending so much money in publicity when his business was increasing so rapidly. This well-meaning gentleman evidently got the same idea some other people have. He apparently thought Mr. Wrigley was so enthusiastic over advertising and what it had done for him that he was willing to be lavish or extravagant and shovel in the money without stint, being willing to take a chance on its getting business for him in due proportion.

But the exact opposite is the case. Wrigley is a conservative of conservatives so far as careful supervision of advertising expenditure is concerned. He personally sits on the lid. The advertising is the one job around his concern that he will not trust to anybody else. When he is convinced that the use of a certain kind of advertising is necessary to boost flagging sales, or is desirable from a standpoint of promised increased profits, then he is willing to go into it. And he goes just as far as the occasion seems to justify. He never insists on having the results nailed down in advance. But he has learned enough about advertising to know just about what yield he can expect from a specified outlay.

"You must remember," Mr. Wrigley says, "that despite the undeniably huge volume of our business our sales after all are only in five-cent units. Advertising is the greatest thing in this organization. I have said several times that it would be the easiest and quickest thing in the world for us to go broke if we would quit advertising. Furthermore, I have said we might expect a decrease of sales volume in proportion to any lessened advertising expenditure. But we also could go broke through spending too much money for advertising. If we were as lavish and extravagant as some people seem to think we are along this line we probably would not be here today in the condition we are."

Eight thousand newspapers in the United States will be used in the coming campaign. Looked at

from the standpoint of known performance and achievement, a definite reason can be assigned for spending each dollar that goes in this as well as other mediums.

Most of the newspaper appropriation will, naturally enough, be spent in the United States. But in addition to the 8,000 newspapers already mentioned, newspaper space will be used in foreign countries.

The foreign advertising is really a story in itself. It was not so very long ago that only three languages—English, French and Spanish—appeared on the gum package wrappers. Now there are eighteen. The gum even goes by different names in different countries. In England it is known as Wrigley's Chewing Sweet, as already has been told in PRINTERS' INK. When a native of China wants to buy Spearmint he calls for "Perfumed Lily of the Valley." But on every package no matter in what country are the ever present Spearmen. They can talk in a universal language.

#### PREMIUMS TO DEALERS

The Wrigley company regards its plans for a continued use of the premium system during the next year as being abundantly justified by its achievements up to date. The biggest and most important part of the company's premium system, however, is that involving the dealer. The word "premium" has recently been discarded as a misnomer because it does not exactly describe the idea. Everybody who sells the gums has frequent opportunities at what is really a combination merchandising offer containing a certain number of boxes of gum and some other article, such as a desk.

The company recently offered to its trade a Gillette razor for a small portion of the regular price when purchased in connection with three boxes of gum. This got an amazing response, more than 800,000 razors being sold within sixty days.

Another offer was a \$1 Ever-sharp pencil with three boxes of gum. This deal was priced on a basis to make the pencil cost the

dealer about thirty cents. It was a common thing for retailers to order several of the deals, presumably placing the pencils in their stocks to sell at a dollar.

The jobber knowing by experience how welcome the premium is to the retailer nearly always responds by hurrying in an order for a quantity of the special packages. One jobber got so enthusiastic over a recent offer that he telegraphed in an order for 2,000 of the combined deals.

Large items are frequently offered. One deal not long ago made a price on thirty boxes of gum and a computing scale. The scale was not given free but merely a nominal price was tacked onto the gum price to cover it. The dealer plainly understood he was paying something for the scale but the proposition was accepted as a premium nevertheless.

Recently the company brought out a new gum known as Wrigley's Peppermint. This, although not nationally advertised in consumer mediums, is already having a huge sale. It got immediate distribution at a cost of more than \$300,000. Dealers everywhere were sent coupons which they could present to the jobber and receive for each a box of the new Peppermint. The jobber thereupon would send the coupons back to the Wrigley company and get sixty-five cents cash for each. The jobber's profit on each box thus was conserved and the dealers got the sample boxes free. The Peppermint is done up in the conventional Wrigley package although in a different color and its relationship to the other gums in the family is apparent at a glance.

#### ADVERTISING MOVES THE DEALERS' BIG STOCKS

The force that makes the premium proposition—or the combination merchandising deal as the company now terms it—is the general advertising. Mr. Wrigley has found there is a real danger in offering valuable premiums to retailers unless there can be created such a demand for the goods as to relieve the dealer automatically

from the penalties of overbuying. A retailer may be so impressed with the value of a certain combination merchandise offer that he is likely to buy more gum than he really needs for his current business. But with the constantly increasing advertising bringing in new customers and holding old ones, the dealer is reasonably sure not to be purchasing a liability no matter how much gum he buys.

"We would never overstock anybody, either jobber or retailer," says Mr. Wrigley. "And we have had numerous opportunities as you may well believe. One of our recent combination merchandise offerings was so attractive that a jobber telegraphed an order so large that we suspected his enthusiasm had got away with his good judgment. Our sales department wired him suggesting that he reduce the size of his order, which he did. These combination offers are highly valuable in that they tend to break down the average dealer's disinclination to purchase in sufficient quantities. When the buying of an item is left entirely to the dealer's judgment, and when he is not subjected at all to the influence of a salesman he is likely to have too small an idea as to his selling capabilities in a certain item."

"A retailer with too small a stock of gum is not going to sell nearly up to the limit of his possibilities. If he has a larger stock he has a larger selling problem. Therefore he is going to display it in a prominent way so more people will buy it."

Mr. Wrigley explains his many sided and largely increased advertising programme on the basis that a man to be successful in business must advertise constantly.

"It is not sufficient," he says, "that you get a man to buy your commodity once. You can't expect an article to keep on selling itself even if it is the best of its kind in all the world. That would be like letting your business run itself."

"To me it seems self-evident that the man in business who has goods to sell must let people know

about those goods. To have a growing business he needs new customers all the time and also needs to keep constantly reminding the old ones.

"The reason for advertising and the necessity for advertising is the same yesterday, today and tomorrow. This applies to merchandise in general. People have new wants, new babies are born every minute, old things are worn out and new things must be bought somewhere.

"Now that the United States is rapidly recovering from its protracted business spree I wish I could make plain to everybody the utmost necessity of regarding advertising as an economic public servant that can confer a real benefit upon every manufacturer, retailer or consumer. The greatest cure for hard times is to stop talking about hard times, get to work and keep money and goods circulated. And the greatest force in the accomplishment of this is the judicious use of printers' ink. The case is just the same whether a man does business on a worldwide basis or within a locality encompassed by a few blocks. To make money a person has to spend money. Money spent in judicious advertising is a paying investment."

### At Chicago for "Motor Boating"

C. R. McHugh has been made Western representative at Chicago of *Motor Boating*. He succeeds R. E. Berlin, who as previously reported in *PRINTERS' INK*, has become advertising director of *Motor Boating*.

### Cutex Account for N. W. Ayer & Son

Beginning January 1, 1923, the advertising account of the Northam Warren Corporation, New York, maker of Cutex manicure specialties, will be handled by N. W. Ayer & Son.

### W. H. Osgood with Beech-Nut Company

William H. Osgood, recently with Hanff-Metzger, Inc., and before that with *Good Housekeeping*, is now with the Beech-Nut Packing Co., Canajoharie N. Y.

### How Can This Problem Be Met?

EASTMAN KODAK COMPANY

Rochester, N. Y., Aug. 5, 1922.

*Editor of Printers' Ink Monthly:*

Can you supply us with a copy of *Printers' Ink Monthly* for March, 1922, and at what price?

The only adverse criticism I have for your magazine is that you make it so attractive that my borrowers can't resist the temptation to cull the parts which appeal to them.

May your circulation never grow less.

EASTMAN KODAK COMPANY,  
Ethel A. Shields,  
Librarian.

### Critchfield Agency Makes Pacific Coast Appointment

Critchfield & Co., advertising agency, Chicago, have appointed Farquhar & Seid, Inc., advertising agency, San Francisco, as their Pacific Coast representative.

The Farquhar & Seid organization was recently merged with the Wurts-Duncan Co., of Oakland, the name remaining Farquhar & Seid, and the Oakland office of the Wurts-Duncan agency being maintained. Harold C. Wurts, of the Wurts-Duncan agency, was made vice-president of the Farquhar & Seid organization.

### Appointment by "The Messenger of the Sacred Heart"

William F. O'Brien has been appointed associate advertising manager of *The Messenger of the Sacred Heart*, New York, effective August 15. John A. Murray is advertising manager.

Mr. O'Brien was for many years with the Erickson Co., Inc., advertising agency, New York, latterly in its space-buying department.

### Gale Blocki with McFadden Publications in Chicago

Gale Blocki has joined the Chicago office of McFadden Publications, Inc. He was formerly with G. Logan Payne, publishers' representative, in Chicago, and more recently has been with the Milwaukee News.

### Universal Battery Account with Hoops Agency

The Universal Battery Company, Chicago manufacturer of batteries, has retained the Hoops Advertising Company, Chicago advertising agency, to handle its advertising.

### Optical Account for Huber Hoge

The E. B. Meyrowitz Co., opticians, New York, has placed its account with Huber Hoge, Inc., New York.

## Dominate Philadelphia

If you were to ask most any intelligent Philadelphian how to make your advertising do the most good in Philadelphia, the reply undoubtedly would be: "Put it in The Bulletin."

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

# The Bulletin



The circulation of The Philadelphia Bulletin is one of the largest in America.

A.B.C. Report of net paid daily average circulation for six months, ending March 31, 1922, 494,499 copies a day.

No artificial methods of stimulating circulation are used by The Bulletin.

New York—Dan A. Carroll, 150 Nassau Street.

Chicago—Verree & Conklin, Inc., 28 East Jackson Blvd.

Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Blvd.

San Francisco—Allen Hofmann, Verree & Conklin, Inc., 681 Market St.

London—M. Bryans, 125 Pall Mall, S. W. 1.

Paris—J. J. E. Heasey, 5 rue Lamartine (9).

---

CO-OPERATIVE MARKETING OF

---

# Maple Products

THE Maple Producers' Co-operative Association was organized early in 1922 to build up the maple syrup industry to a point where consumers, particularly those in cities, can once more get the benefit of real maple products. The Association is developing a complete line of maple products and will establish an advertised brand.

This association has a membership of over 1,000 producers, organized into 31 local associations. A central plant, now nearly completed, will receive the syrup direct from the members and process it into quality products of uniform standards.

The present season's output, which will exceed 200,000 gallons, is valued at \$750,000. This syrup is being marketed in the larger centers at a price of from \$1.00 to \$1.25 per gallon, which is about 25c per gallon higher than the average price received last year.

The possibilities of this Association to increase its production within the next few years are best illustrated when we say that the maple tree census of New York shows that it is possible to produce approximately ten times the amount produced at present.



---

NEW YORK STATE FARM PRODUCTS

---



W. J. GRIFFIN  
*President Maple Producers'  
Co-operative Association, Inc.*

Says—

"The history and achievements of the Dairymen's League as published from time to time in the News are, in my opinion, the greatest single factor in spreading the gospel of co-operative marketing in New York State."

**DAIRYMEN'S LEAGUE NEWS**  
*"The Farmer-owned Marketing Paper"*  
UTICA, N.Y.

New York: 303 Fifth Avenue  
Chicago: 10 So. La Salle Street

---

# 1922 Advertising in Chicago

This statement of display advertising for the first six months of 1922, is striking evidence of The Chicago Daily News' leadership in the six-day field in the following important classifications:

<b>Automobiles</b>	- - - THE DAILY NEWS	<b>FIRST!</b>
The Daily News, 305,870 lines.		6 days against 6
The next highest score, The Post, 285,928 lines.		
<b>Books</b>	- - - - - THE DAILY NEWS	<b>FIRST!</b>
The Daily News, 71,177 lines.		6 days against 7
The next highest score, The Post, 44,034 lines.		
<b>Churches</b>	- - - - - THE DAILY NEWS	<b>FIRST!</b>
The Daily News, 34,159 lines.		6 days against 7
The next highest score, The Daily Tribune and The Sunday Tribune combined, 13,059 lines.		
<b>Clothing</b>	- - - - - THE DAILY NEWS	<b>FIRST!</b>
The Daily News, 1,168,228 lines.		6 days against 6
The next highest score, The Daily Tribune, 1,061,890 lines.		
<b>Department Stores</b>	- - - THE DAILY NEWS	<b>FIRST!</b>
The Daily News, 2,812,970 lines.		6 days against 7
The next highest score, The Daily Tribune and The Sunday Tribune combined, 1,728,545 lines.		
<b>Educational</b>	- - - THE DAILY NEWS	<b>FIRST!</b>
The Daily News, 36,138 lines.		6 days against 6
The next highest score, The Daily Tribune, 28,050 lines.		
<b>Out of the Loop Stores</b> , THE DAILY NEWS		<b>FIRST!</b>
The Daily News, 387,592 lines.		6 days against 7
The next highest score, The Journal, 130,522 lines.		
<b>Foodstuffs</b>	- - - - - THE DAILY NEWS	<b>FIRST!</b>
The Daily News, 323,919 lines.		6 days against 7
The next highest score, The Daily Tribune and The Sunday Tribune combined, 318,092 lines.		
<b>Furniture</b>	- - - - - THE DAILY NEWS	<b>FIRST!</b>
The Daily News, 372,385 lines.		6 days against 6
The next highest score, The Daily Tribune, 145,910 lines.		
<b>Household Utilities</b>	- - - THE DAILY NEWS	<b>FIRST!</b>
The Daily News, 53,177 lines.		6 days against 6
The next highest score, The Daily Tribune, 38,984 lines.		
<b>Real Estate</b>	- - - - - THE DAILY NEWS	<b>FIRST!</b>
The Daily News, 34,093 lines.		6 days against 6
The next highest score, The American, 25,865 lines.		
<b>Total Display Advertising</b> , THE DAILY NEWS		<b>FIRST!</b>
The Daily News, 6,939,675 lines.		6 days against 6
The next highest score, The Daily Tribune, 5,249,287 lines.		

## THE DAILY NEWS

*First in Chicago*

(Figures furnished by Advertising Record Co., an independent audit service  
subscribed to by all Chicago newspapers.)

# Canvassing and Its Place in Selling Household Appliances

Merchandise Message Must Be Taken Direct to Prospect, Hurley Machine Company Finds

By R. R. Sewell

"**I**F we were selling automobiles on the instalment plan and if the terms were relatively as easy as they are on our washing machines," says E. N. Hurley, Jr., vice-president of the Hurley Machine Company of Chicago, "we would have to double the size of our plant at once to take care of the rush in business. But because we make a product that lightens a woman's labor and that turns back-breaking drudgery into a rather pleasant task we have to sell it."

Mr. Hurley thus summed up his firm's reasons for placing canvassing first in its merchandising scheme. All the Hurley advertising is planned either to supply a suitable background for the canvasser or directly to introduce him into the homes of prospective buyers. The importance and the proper methods of canvassing are among the first lessons cub salesmen in the Hurley organization are taught and also form a prominent part of the selling instruction the company gives its retail customers. Hurley has a chain of forty retail washing-machine stores which also sell ironing machines and vacuum cleaners. These are maintained mainly as selling centres out of which the canvassers work. Fully 95 per cent of these stores' sales are made either by the canvassers direct or by people coming in as the result of a canvasser's solicitation.

The word "canvasser" is used here because this is just what the Hurley company calls that type of salesman. The term was once in disrepute. Salesmen bitterly resented its application to them. But now they are growing to like it, inasmuch as it designates them as live-wire purveyors of merchandise that probably would reach the people in comparatively

small quantities only, if marketed in the ordinary way.

The canvassing to sell washing machines is an example of effective salesmanship with all the frills left off, and every type of salesman can well afford to observe the direct methods that are used. Going out on a hunt for a purchaser of a washing machine is not, strictly speaking, a white-collar job. Some of the most successful salesmen of the Hurley company walk through the alleys rather than the streets. They go along with the Italian fruit pedler and the iceman.

They do this because they are selling washing machines, and washing is strictly a backyard proposition.

## ALLEY CANVASSING

On Mondays a salesman representing the Hurley company or any of its customers in a town of moderate size seldom thinks of canvassing from any other place than from the alley. Monday from time immemorial has been the universal washday. In the apartment districts of certain cities the alley canvassing extends over Monday, Tuesday and Wednesday, the people on the first, second and third floors using the building's laundry room in rotation.

When a salesman sees a washing being put on the line he goes right in and begins to ask questions. His knowledge of human nature quickly tells him whether the woman is doing the work for herself or for someone else. If the former he asks her how she washed the clothes. Her first impulse—which is usually followed—is to tell him it is none of his business. But he usually succeeds in getting a reply. If the woman has washed in the good old-fashioned rub-a-dub way on the

Aug. 10, 1922

washboard he asks her why she does not get herself an electrical washing machine. It will cost her only ten dollars a month and she can pay for it almost without noticing it.

If the woman doing the washing is a hired laundress the salesman steps up to the back door and calls for the woman of the house. It being washday he judges the psychological moment is right for putting up the washing machine proposition to her.

Of course the woman would not care to do the washing herself, the salesman reminds her—not on the washboard, he means—but had she ever thought of an electrical washing machine? Yes, she had, but she had understood they were a nuisance and that they really did not save a woman a great deal of work after all. Well, then, why didn't she let the salesman bring the machine down next week and let her try it? She would find she had the wrong idea concerning it. It would prove a luxury and she could have her clothes washed exactly the way she wanted them. The cost would be nominal and she could pay it off at the rate of ten dollars a month which is less than she pays her laundress.

This method of approach, which has proved very productive, was evolved out of the composite experiences of many salesmen. It is carefully taught to all Hurley representatives.

The appointment method is used to an extent. The salesman gets the prospects usually by asking his customers the names of some of their friends or relatives who might be interested in washing machines. If the town is not large, the small gossip in the local newspapers will give him names of prospects—brides, families who have just arrived in town and so on. Or, if he cannot do any better, the telephone book will supply him with names. He calls up a certain number of these every day.

After introducing himself as from the local electric light plant, the hardware store, the electrical supply store or the Hurley com-

pany, as the case may be, he asks the woman how she has her clothes washed. If she says she sends them to the laundry, the telephone solicitation is based upon the inconvenience of such a course and also the expense—points which the woman will readily recognize.

If she says she has a woman come to the house the salesman proceeds just about as in the backyard solicitation.

Either of the two is regarded as a fair prospect. The salesman may or may not go out to see her, all depending on the result of the conversation. A common outcome is for the salesman to regard the telephone conversation as only preliminary. He makes out a card with the proper notations and files it for future use.

But if the woman says she does her own washing she is at once regarded as a red-hot prospect.

"When a woman tells me this over the telephone," said one of the most successful of the Hurley salesmen, "I hang up on her at once and get out to her house as fast as my Ford will take me. I pretend we were cut off or something of the kind. She is entirely too valuable a prospect to be talked to over the telephone. I want to meet her face to face at the earliest possible moment."

Naturally it is to the women who do their own washing or who want to do it, owing to a dislike to being bothered by having a laundress around or sending out the clothes, that most of the washing machines are sold. The women are quick enough to grasp the idea but some of them are singularly slow about closing the deal even though the instalment terms are easy. This is what prompted Mr. Hurley's remark to the effect that there would be no sales resistance if an automobile instead of a washing machine were being offered. And right here the Hurley company and its customers have found out something extremely interesting and important about the supposed pre-eminence of woman as the head buyer for the household. Friend Husband

is usually pictured these days as rather a nonentity so far as having anything to say about household purchases. But as a matter of fact he has a great deal to say, all reports to the contrary notwithstanding.

"The number of women who live in awe of their husbands amazed me after I had got well into the washing-machine business," says one salesman. "I had supposed the general situation was exactly the opposite, presumably basing my supposition on what I had read about salesmanship and also being influenced more or less by conditions in my own home. In a large proportion of cases a woman will not buy a washing machine no matter how badly she may want it until she has consulted her husband. She may be paying out for laundry work more money than it would cost her to pay the monthly instalment but she wants his approval just the same.

"We sense this situation accu-

rately. But it would be crude salesmanship indeed were we to suggest that probably she wants to have her husband in on the deal and that we will come back to the house some evening and talk the matter over with him. Such a procedure would kill the sale on the spot. The woman would not admit for the world that she needed to consult her husband. But we go back there and see him some evening after dinner when he is good-natured and has plenty of time.

"And here is where we use what the advertising men would call applied psychology. Our solicitation to the wife has been along the line of convenience, lack of damage to the clothes, economy, saving of drudgery. But to the man we talk the mechanical and structural excellence of our machine.

"Long experience has taught us that the average man thinks he knows a great deal about machinery and that he can understand

# The George L. Dyer Company

**42 Broadway**  
**New York**

Western Offices  
**76 W. Monroe St.**  
**Chicago**



**Newspaper, Magazine  
and Street Car Advertising**

**Publicity and Merchandising Counsel**

Aug. 10, 1922

technical terms. In only the exceptional case is this the fact, but we let him think he knows all about it anyway. We get very technical with him, telling about the quality of the iron and steel used in the construction. We talk in terms of thousandths of an inch in describing to him the excellence of the gears that are made in our own factory. Such high-brow talk is beyond the comprehension of his wife, but to him, with his natural-born knowledge of machinery, the matter is different!

"A common reaction is for him to declare that we are entirely right, that he had heard all about our machine, and to tell his wife he cannot understand her reluctance to closing the deal. What's the matter with the women, anyway? Can't they appreciate a good piece of machinery when they see it?"

Men are easier to sell than women anyway, the Hurley salesmen find. In selling the man they really approach the point of least resistance even though a washing machine is the object of the effort. This is exactly the same principle they say that the saleswoman in the department store is so well acquainted with. There can be a crowd of women around a counter, awaiting their turn with varying degrees of patience and impatience—generally the latter. A man can walk into the group and the saleswoman will give him preference over all the women. This is because he is easier to sell; probably will buy a larger quantity of goods and pay more money. He thinks he is wise, which he isn't. He flatters himself on the attention the saleswoman gives him. But she is merely capitalizing upon his lack of buying ability, upon his conceit, upon his dislike or fear to admit that the price is more than he can afford to pay and upon his lack of ability to say "No."

All of which takes us back to the original proposition that he who sells goods must first of all know people. This is one of the fundamentals of any kind of selling. Moreover, he must go where

business is to be had if business will not come to him. Here we have the reason the washing machine salesman, high grade and high salaried though he may be, plods along the alley in the wake of the banana wagon.

### Studebaker Ahead in Sales

The Studebaker Corporation, South Bend, Ind., reports total net sales of \$73,422,862.65 for the six months ending June 30, 1922. Total net sales for the same period in 1921 amounted to \$51,535,104.68. Net profits for the six months before income tax, amount to \$12,686,763.07. These net profits exceed the net profits of the entire year of 1921, \$10,409,690.80 by 7.2 per cent.

A. R. Erakine, president of the Studebaker company, in his semi-annual report, from which the foregoing figures were taken, in speaking of sales, says:

"The remarkable demand for motor cars in 1922 has been a most welcome surprise to the industry, which six months ago anticipated a sharply competitive market instead of the sellers' market that has prevailed. With peak production, competition must become keener in due course, and those concerns best fortified to stand it will naturally show the best results. This corporation is in a highly favorable commercial and strategic position to meet all emergencies and make money. The management expects that the sales of the last six months of the year will approximate 75 per cent of the sales of the first six months of the year. As heretofore stated, the corporation will enter 1923 with a production capacity of 150,000 cars and expects to continue its development without serious setback."

### New York Better Business Bureau Appointments

The recently organized New York Better Business Bureau of which H. J. Kenner, former director of the National Vigilance Committee, is secretary and manager, has made the following staff appointments:

John G. Holme, recently with the New York Tribune, has been made assistant secretary-manager. Other additions to the staff are: William F. Collis, who recently resigned from the Post Office Inspectors' Service, and Hamilton A. Long, formerly with Bradstreet's and the National Bank of Commerce.

Jerome Simmons, counsel of the National Vigilance Committee, will also act as counsel of the New York bureau.

### New York Woman Joins New Orleans Agency

Miss Anita Lindsey Weathers, formerly advertising manager of Stern Brothers, New York department store, has joined the Ferry-Hanly Advertising Company, New Orleans, as manager of its local service department.

# First-

## *Vogue's Place for Seven Years*

Every year for the past seven years Vogue has carried far more school advertising than any other magazine.

Monthly and annual totals show changes in second, third and other places; but first place goes unchanged and unchallenged.

In these seven years the private schools have used 160,000 lines more in Vogue than in any other magazine.

Nothing but results—in specific enrollments produced by the advertising—can account for such a record.

The most desirable patronage of the private schools comes out of the homes that Vogue goes into. The parents in these homes need look no further than to the pages of Vogue, where they find the 382 leading schools of the country among which to make their choice.

This seven years' experience of Vogue's school advertisers carries a wealth of meaning for every advertiser in the quality field.

# VOGUE

*Member Audit Bureau of Circulations*

# Baltimore Waits - -



**B**EFORE Baltimore goes to the theater it listens to what \*J. O. L. has to say.

Some critics flourish on opera. Others expand on light comedy. Still others are only in their element when good drama is brought before the footlights.

J. O. L. is the critic versatile. He can expound as eloquently on the idiosyncrasies of an eccentric dancer, as he can

\*John Oldmixon Lambdin.

# - - - Until Tuesday

proclaim the virtues of a symphony orchestra.

What with brilliant writers like J.O.L., H. L. Mencken, Henry Hyde, Hendrik van Loon, Robert Quillen and others, the Sunpapers are quite a potent influence in Baltimore.

How closely Baltimore looks to the Sunpapers for information is reflected in these circulation figures:

*July net paid average*

*224,563 Daily (Morning and Evening),*

*157,143 Sunday,*

---

*Everything in Baltimore revolves around*

**THE**  
**MORNING**



**EVENING**

**SUN**  
**SUNDAY**

JOHN B. WOODWARD  
Times Bldg., New York

GUY S. OSBORN  
Tribune Bldg., Chicago

---

*Baltimoreans Don't Say "Newspaper"  
---They Say "Sunpaper"*

---

---

*Try it out in Representative Milwaukee*

---

## A Million Dollars An Hour!

During 1921 Milwaukee purchases averaged more than nine million dollars every business day—over a million dollars every hour—more than nineteen thousand dollars every minute—*better than \$323.38 every second* (figuring eight hours to the day).

This year business is better in Milwaukee than it was in 1921.

Here, where purchases run high, lies one of the best try-out markets in the United States. Milwaukee is the buying center for Wisconsin and Upper Michigan. It is the right size—not too large nor too small.

And the Milwaukee-Wisconsin Market can be covered with one newspaper—The Journal. For this dominant medium is read by more Milwaukee and Wisconsin people than any other publication in the world. It is read by four out of every five English-speaking families in Milwaukee. It penetrates to every corner of Wisconsin and to Upper Michigan—the territory covered by Milwaukee jobbers.

## *The Milwaukee Journal* FIRST—by Merit

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc.

Special Representatives  
New York Chicago San Francisco

---

*"As Milwaukee Buys—The Nation Buys!"*

---

# When a Workers' Guild in China Wants to Raise Prices

The Shing Yue Tong Offers a Method That Gets Results That Could Not Be Obtained by a Strike

THE Celestial Kingdom is seldom thought of as a place to look for new advertising ideas. Of all possible advertising in China, the field of the laborer would seem the least likely to offer a constructive suggestion to America. When an American thinks of Chinese labor, pictures of coolies toiling in rice fields or gathering sugar cane on the banks of the Hoang-Ho come to mind and the yellow men who work there are popularly supposed to be long on endurance and hand power but short on constructive ideas.

But China still has that reminder of the Middle Ages—the guild. The trades and craftsmen's guilds of the twelfth to sixteenth centuries in Europe encouraged the individual workmen, and some of the articles produced have never been surpassed. Pride in craftsmanship was a dominating characteristic of the guild members. Almost everywhere the guilds have disappeared and with them has gone some of that pride in workmanship which should mark the good workman. One of the guilds which still exists in China is the Shing Yue Tong, or guild of tea and silk packers.

The members of the Shing Yue Tong believed that they should get more money for packing a chest of tea or a bale of silk. In an enlightened country like America their probable course of procedure would have been to take a secret strike ballot of their membership, the ballot so worded that a vote in favor of a strike was inevitable. Then the entire membership would have stopped packing tea and silk some bright Monday morning, and have taken up pitching horse-shoes or fighting beetles or whatever it is Chinese do for fun when they're not working.

Sometime along about the sixth week of the strike, when the pub-

lic had been put to great inconvenience, both the workers and the men they worked for would have tried to get their side of the argument into the news columns of the papers or perhaps have bought space once or twice either to advertise for new workers or to present controversial facts. The strike and the lockout are the things in the more enterprising countries that are used to call attention to a grievance, yet both of them are outworn advertising mediums. In backward China the plan is different. With no examples such as the coal or railroad strikes in our own country to guide them, the members of the Shing Yue Tong thought it logical to keep on working but to tell their patrons the reasons why they wanted more money, which they proceeded to do by means of several large space paid advertisements in the local newspapers. Here is one of them just as it appeared in the May 16th issue of the *China Press* of Shanghai:

#### NOTICE

We have now pleasure and beg respectfully to advise to our Patrons that owing to the present high cost and more difficult of the packings in our business on Tea and Silk Packers for supplying to our Patrons' requirements; we have done the same action on our previous prices without any increasing according to our circular dated July 1, 1918.

During the coming few years, we quite understand that the Tea and Silk markets are likely to have an unsaleable condition and feeling like a lifeless indeed, but however, in this circumstances that the expenses on our Tea and Silk Packers had been increased from ourselves since the last few years, for which we dared not apply to have the packing prices on our business to put up from our Patrons more frequently, but we did the supplement without any advantage to ourselves. At the present stage, we beg to say that owing to the present high cost of living, the prices on everything has been raised upwards and owing to the shortage supply to our requirements, we cannot be impossible to have the following prices on our business slightly increased from our Patrons during the coming Season, as our busi-

Aug. 10, 1922

ness has been occurred nothing profitably and quite dull indeed since the European War distinguished. We shall be much obliged if you will meet our requirements so that we hope you will give us a little chance to help ourselves in a satisfactory manner and we shall supply you as promptly as possible to your instructions in our best attention.

With regard to our obtainable requirements in last Autumn the prices on our materials, such as, Rattan, Hemp-rope, wrapping-paper, wood oil, and mats, etc., have been raised up towards doubled and doubled the cost, say at least above 60 percent to 70 percent higher than the previous costs.

We shall esteem it a favour if you will kindly allow us to have the following prices on various packings to be increased and are coming in force from 1st June, 1922:

For the Single-packing of every  $\frac{1}{2}$ -chest Green and Black Teas to be increased 7 candareens, extra will be charged.

For the Double-packing of every  $\frac{1}{2}$ -chest Green and Black teas to be increased 9 candareens, extra will be charged.

For the Single-packing of every box Green and Black teas to be increased 5 candareens, extra will be charged.

For the Double-packing of every bag Green and Black Teas generally for Russia, to be increased 1 mace 5 candareens per bag, extra will be charged.

For the Double-packing of every bale of Silk, to be increased 1 mace 2 candareens per bale, extra will be charged.

For the Single-packing of every bale of Silk, to be increased 9 candareens per bale, extra will be charged.

For Sundry-goods, the charges will be proportionately increased, as Samples and Sizes of which are unknown.

Hoping the above prices will meet your perusal attention and feeling exceedingly grateful to those Gentlemen of our Patrons for this favour.

SHING YUE TONG,  
Guild of Tea and Silk Packers.

Labor union leaders and associations of coal operators and others will note that in China when there is an argument about wages, the advertiser "begs respectfully to advice to our patrons." This regard for the public's rights in the case and its polite appeal is undoubtedly due to ignorance of modern methods in labor disputes. Then, the interest in the industry upon which the workers depend for a living, the knowledge of markets and the realization that it is the consumer's dollar which pays labor its wages and capital its reward, as expressed in the adver-

tisement: "During the coming few years, we quite understand that the Tea and Silk markets are likely to have an unsaleable condition and feeling like a lifeless indeed." That attitude surely is so old-fashioned that it could happen only in a country whose history dates back thousands of years before the Christian era. It is safe to say, however, that a little of this old-fashioned thinking would help in a country where two great strikes have been inconveniencing industries and individuals who had no part in bringing them about and no chance to help settle them.

The Shing Yue Tong could assure the United Mine Workers that buying newspaper space is far less expensive than paying strike benefits of several dollars a day to many more than 100,000 people. Since our correspondent in China assures us that the members of the guild after several meetings with their employers and big buyers received most of the advance in wages, the newspaper would seem to be a better advertising medium than the strike.

American labor has always feared the importation of cheap Chinese labor.

It should welcome and adopt the importation of this cheap but logical Chinese idea.

### B. T. Palmedo with Hancock Payne

B. T. Palmedo, formerly with the New York *Evening Journal* in the merchandising department and then a solicitor of foreign advertising, and later with I. A. Klein, advertising representative, has joined the staff of the Hancock Payne Advertising Organization, New York and Philadelphia.

### A. O. Goodwin Moves Headquarters to New York

A. O. Goodwin, Inc., advertising agents, have moved their headquarters from Richmond, Va., to New York. Mr. Goodwin will be in the New York offices. Lawrence Page is manager of what is now the Richmond branch.

### Associated Ad Clubs of Texas to Convene

The Associated Advertising Clubs of Texas will hold a convention at Houston, Tex., November 12, 13 and 14.



*Les Acacias, where all Paris now dines and dances.*

THE great Paris couturiers are now having their Fall Openings. From all over the world have come buyers to witness these showings of the Fashions which will establish the new Mode. And *Harper's Bazar*, with the cooperation of Baron de Meyer, Drian, Lady Duff Gordon, Soulié, as well as the regular members of our Paris staff, will cover these openings more thoroughly than any other fashion magazine.

# Harper's Bazar

# Who Gets the Commission on Unshipped Orders When the Salesman Resigns?

Salesmen Cannot Be Made to Forfeit Commissions Due Them unless Their Contract with the Company So Stipulates

July 21, 1922.

*Editor of PRINTERS' INK:*

We should like to know whether you have ever published any comments on the problem which we outline below. If you have we should appreciate a reprint if you can furnish it, or a letter from you.

We do not wish you to answer this in the columns of the Weekly unless you omit our name.

We occasionally hire salesmen who make good at the start only to leave us for one reason or another after a connection of six or eight months' time. As all of our men operate on a straight commission basis without drawing account or expenses it is generally the case that these men have in the house in unshipped orders possibly three, four or five hundred dollars' worth of commissions.

There have been instances here where men have left us and have received commission checks regularly for a year on unshipped orders.

In matters of this kind we have absolutely no protection. Our agreements with our salesmen read that connections may be severed without notice by the action of either party. Our thought in the future is to insert in our salesmen's agreements a clause to the effect that commissions on unshipped business in the house at the time of their resignation are forfeited.

If you know of any other firms that have adopted this practice, or if you can find any flaw in the proposition we should indeed appreciate your comment.

---

AS the writer of the foregoing letter suggests, there is only one possible way in which he may secure immunity from the obligation to pay commissions to salesmen after their resignation, on business turned in by them while in the employ of the company: by having a special clause inserted in the salesman's agreement.

In the absence of evidence bearing on the point raised in our correspondent's letter, the general practice and experience of sales managers in a great many different lines of business confirm the justice of paying commissions on orders accepted and filled. Whether the order is filled after the

salesman leaves the employ of the company, does not in any way affect the moral aspect of the transaction. The salesman, while employed by the company, takes an order for the company's merchandise at the established and agreed upon rate of commission. If the company accepts the order and does not make shipment until after the salesman has left its employ, the obligation to pay the commission to the salesman has not been canceled.

Salesmen working "on a straight commission basis without drawing account or expenses" are necessarily obliged to be in possession of money of their own, not the company's, to pay their expenses. Their contract with the company is a contract in which the company agrees to pay them a commission on orders taken. They take an order. When the company accepts it, the commission is due. That, it seems, is all there is to it.

In a second letter from our correspondent, an experience of the company with a particular salesman is described. The salesman after six months' work in an important territory resigned at the height of the season, at considerable profit to himself and consequent loss of business to the company. "In lieu of a man not giving us at least two months' notice of his intended resignation," our correspondent inquires whether it could not be understood "that he forfeit all commissions on his orders at the time he steps out."

There is nothing we know of that would prevent the company from inserting such a clause in its salesmen's agreement. Getting the right kind of salesmen to sign an agreement containing such a clause is something else again.—[Ed. PRINTERS' INK.]

# Dependable *Merchandising* *Service*

The Merchandising Service of the Chicago Evening American has a habit of following through that is making it indispensable to the agency and advertiser seeking the best results from the Chicago market.

Not dealing in "hokum", if it can't be of constructive help it declines to function at all.

**CHICAGO EVENING AMERICAN**  
EVENING



---

THE FARM JOURNAL—1,150,000

---

## *Another Lead From a Leader*

The house of Devoe & Raynolds Co., Inc., was founded before the Revolutionary War. Its history extends back to the days of George Washington's youth.

Today, after 168 years of growth, the house of Devoe & Raynolds Co., Inc., is younger and more progressive than at any time in its history.

It is constantly applying new, vigorous methods of paint merchandising and advertising with extraordinary success.

It is quite natural, therefore, that The Farm Journal, the largest and most progressive farm paper, should head the list of the oldest paint manufacturer in America.

# The Farm Journal

NEW YORK

PHILADELPHIA

CHICAGO

---

LARGEST FARM PAPER—1,150,000

---

(Reprint from Oklahoma Farmer-Stockman, June 25, 1922)

## His Neighbor Is Convinced

I WANT to tell you my experience in regard to information given by your paper. My neighbor and I wanted to sow some barley this spring. Some said winter barley was as good as spring barley sowed in the spring. But in the meantime I wrote to the Farmer - Stockman about it and you advised me not to sow winter barley in the spring, but to plant spring barley. My neighbor said you didn't know any more about it than anyone else. So he sowed winter barley the last of February. I sowed spring barley a day or two later.

My barley will be ready to harvest this week and will make 30 to 50 bushels per acre. My neighbor's barley is much later and will probably make 5 to 10 bushels per acre.

I know of other similar instances which I could relate.—R. H. Harner, Seminole Co., Okla.

A single letter from among the hundreds received during a year, proving practical benefits achieved through the workable editorial policy of Oklahoma's favorite farm paper, and substantiating its editorial leadership.

**OKLAHOMA  
FARMER-STOCKMAN**  
CARL WILLIAMS  
Editor

Edgar T. Bell, Adv. Mgr. Oklahoma City

E. KATZ SPECIAL ADVERTISING AGENCY  
New York Chicago Kansas City Atlanta San Francisco

# Report of Congressional Commission on Distribution Costs

High Cost of Distribution Not Due to Profiteering, But to Lack of Knowledge of Market Requirements

**WASTEFUL** competition" sums up in two words the findings of the Congressional Joint Commission of Agricultural Inquiry, in its report on Marketing and Distribution, just published. There are too many manufacturers attempting to cover too much territory; too many wholesalers trying to compete with the manufacturer by means of private brands; too many retailers with insufficient capital and inadequate merchandising ability. There is too little knowledge all around as to the actual consumer demand. "It is the belief of the commission," says the report, "that manufacturers and other distributive agencies must find relief by securing better knowledge of the consuming capacity of markets, and adapting their distributive policies more definitely to the needs of the consumer."

This is Part IV of the general investigation into conditions affecting the prosperity of the farmer, inaugurated during the first session of the present Congress. The three parts already completed include: The Agricultural Crisis and Its Causes; Credit and Transportation. This final section, as its name implies, deals not only with the costs of distributing what the farmer sells, but also the distribution costs of the principal commodities that the farmer must buy—clothing, shoes, hardware, etc. The scope of the inquiry, and the thoroughness with which it was conducted, may be judged from the following outline of the method followed:

"With a view to securing technical assistance and to secure the co-operation of the trades affected, the commission set up in each trade or industry a committee whose function it was to assist the commission in securing and correlating the information desired from the trades. For instance, the com-

mission set up a retail grocers' committee, a wholesale grocers' committee, a food manufacturers' committee, and similar committees of the trades dealing in dry goods, clothing, shoes, hardware, meat, etc. With the assistance of these committees, questionnaires were worked out designed to reflect, over a period of years beginning with 1913 and ending with 1921, the actual price ranges of representative commodities distributed by these trades. These, as far as possible, reflected the proportion of the consumer's dollar taken by each distributor, manufacturer, or producer. In this way it was possible to check the figures submitted in the questionnaires of a given trade with the figures submitted by other factors in the chain of distribution and to assure the substantial accuracy of the figures obtained through the questionnaires.

"Fifteen thousand questionnaires were sent out and returned. These questionnaires covered a total of more than 200 commodities and their compilation necessitated the making of millions of calculations. When the final figures representing the results of the questionnaires sent to each trade were completed the commission called a conference in Washington of representatives of all the trade committees. This general committee considered the reports of the special trade committees and amplified and correlated them."

Perhaps the most conspicuous feature of the report is the fact that it practically demolishes the theory that widespread profiteering was a main cause of the increase in price levels during and after the war. Thus, in the case of men's suits, for example, we find that the manufacturer's profit was 5 per cent in 1913; 4.1 per cent in 1920; and 1.5 per cent in 1921.

At the same time the retailer's profit was 9.6 per cent in 1913; 3.6 per cent in 1920; and 1.3 per cent in 1921. For shoes, the manufacturer's profit was 3.2 per cent in 1913; 1.7 per cent in 1920; and 3.1 per cent in 1921, and the retailer's profit for the same years was 4.6 per cent; 3.2 per cent and 1.4 per cent. In the case of fresh beef (a commodity widely referred to as a prime example of profiteering) the returns show a packing-house profit of 1.1 per cent in 1912-13; a loss of 4.1 per cent in 1915-16; and a profit of 1.5 per cent in 1920-21. Retail profits for the same years were 3.5 per cent; 2.9 per cent; and 2.7 per cent. So far as profits are concerned, the report gives manufacturer, wholesaler and retailer a clean bill of health. In a multitude of charts it is clearly shown that margins were not increased, but for the most part were decreased, during the period of inflated costs.

The commission does indict the business world, however, for wasteful duplication of effort, unwise attempts to force distribution in territories already oversupplied, and general lack of knowledge of consumer requirements.

"There is," says the commission in conclusion, "no single factor in this complex price structure which can be said to be primarily or even principally responsible for the spread between producers' and consumers' prices. The elements which compose this spread must be attacked at every point in the chain of producing, manufacturing, and distributing processes. Legislative panaceas cannot be effective in improving a situation brought about by the interplay of so many varied and complex factors. The cost of distribution can be reduced by a better understanding of the elements which compose it, the relationship of the agencies through which commodities are distributed, and a concerted and conscious effort on the part of producing, manufacturing, and distributing agencies to eliminate unnecessary and wasteful practices and processes, to adopt more efficient methods, and to more

definitely relate these processes to one another, so that there can be a continuous flow of commodities from producer to consumer in response to known demands. In this effort the understanding and co-operation of the producer and consumer is also an absolute essential.

"While the commission is unable to point out a remedy, legislative or economic, which of itself will reduce the spread between producers' and consumers' prices, the commission is able to make certain suggestions based upon the facts developed by its investigation, which it believes will point the direction in which, and indicate the method by which improvements and economies in distributive processes can be made.

"Converters of agricultural products can materially reduce the cost of distribution of trademarked commodities by adjusting production more definitely to the current consuming requirements of the public. The effort to move a large volume in advance of current requirements creates an unnecessarily expensive distribution of trade-marked commodities. In the effort to reduce the cost of production by creating great volume of manufacture, converters have developed a policy of forced distribution, resulting in the accumulation of large stocks of idle merchandise in the hands of wholesalers, retailers, and other distributors. The stocks of idle merchandise carry a constantly accumulating burden of invested capital, credit, interest, insurance, rent, and depreciation which becomes a part of the cost of distribution. The competition between manufacturers of parallel lines for limited market is carried to the point of extravagant expenditure with a consequent increased burden of cost to the consumer."

---

#### Joins Detroit Office of Critchfield & Co.

H. Ross Mack, formerly director of sales promotion for the Detroit Range Boiler & Steel Barrel Co., Detroit, has joined the Detroit office of Critchfield & Company, Chicago advertising agency.



A Billion dollars in new wealth is flowing into the business arteries of the Northwest this Fall. This flood of wealth is the cereal crop of the greatest grain area in the world. Minneapolis is the commercial capital of this empire and the Minneapolis Journal its representative newspaper.

# THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and  
San Francisco by O'Mara & Ormabee, Inc.*

# The Dangers of Becoming a "Desk Executive"

"Beware the Chair" Is a Safe Motto for Sales Managers under Today's Conditions

By C. A. Howard

ON a rough estimate I would say that my whole circle of acquaintances does not include more than a baker's dozen of sales managers. It was something of a jolt, therefore, to have two of them come to me in swift succession to ask whatever assistance I might give in finding them new positions.

A little subsequent questioning of the unfortunates themselves and of well-informed associates brought out such a definite parallel in the two stories that I am passing it along to PRINTERS' INK as a timely preaching from real life on the perils of sales management in 1922.

Each, you see, was found wanting on the same two points—first, an unwillingness to trade the even tenor of office and home for the cinders and exertion of traveling; second, a failure to team up vigorously with his firm's advertising policy.

Friend A was considered a fixture in the company which employed him. Fourteen years he had been with it, a considerable portion of that time as a departmental sales manager. It was only after his department for two successive years had failed to show a profit that his superiors busied themselves to ferret out the reason why a good product backed by an advertising campaign of admitted promise could not find a market. The investigation disclosed that the sales department had sagged down into a mere mechanism for handling details while the advertising campaign carried the whole burden. Leads had been followed (and lost) by correspondence only. Dealers in one vitally important territory had not been visited personally in very nearly a year. Mr. A. is dazed by the suddenness

of his separation and, while he ponders his misfortune, a more aggressive campaign than ever is being planned and a successor not afraid of ticket agents is being sought.

The story of B is slightly variant.

The article he had to sell was a new addition to the line of an old-established house. When his company planned the new venture it tackled the job in a thoroughgoing way. It found in B an energetic and successful assistant sales manager in an allied line and employed him early in the year. Then a qualified advertising agency was engaged and a thorough foundation in the form of attractive packages and a complete merchandising plan was prepared. Finally the company approved an advertising campaign that had been carefully studied out in every detail.

The advertising took hold promptly.

Dealers in surprising numbers stocked the new article simply from the mail presentation.

Things looked rosy to B, his desk piled up with correspondence and he became a desk-executive, blandly ignoring the kind of work which had brought him his previous success.

The agency urged him to get out around the trade and reap the harvest that was waiting. He sat at his desk. They followed up by letters hammering home the seriousness of the situation and pointing out how the original plan had been built around an active personal drive on distributors. B placidly handled correspondence.

Then suddenly new dealers stopped coming. The easy-to-get dealers were all on the list—the remainder were the kind who

# *Accomplishment*



It was said in publishing circles that *Cosmopolitan* could not maintain its circulation at the million mark at 35 cents unless certain undesirable sales schemes were adopted.

So far this year the average monthly print order has been 1,049,728. This showing is most gratifying because it is the result of making a saleable product and backing it with effective advertising and selling methods. This indicates that the A-B-C net figures will show *Cosmopolitan's* circulation for 1922 well over a million.

# *Cosmopolitan*

*America's Greatest Magazine*

W. S. BIRD  
*Eastern Sales Manager*

A. C. G. HAMMESFARH  
*Business Manager*

J. J. BARNETT  
*Western Sales Manager*



## *A new method of testing package appeal*

A MANUFACTURER marketing a well-known food product wanted to be sure that his package was contributing to the building of sales volume.

Methods of deciding this question, and ways of securing, if necessary, a design which would have the maximum pulling power, became a vital question. Haphazard selection, or one based on individual judgment was obviously unsatisfactory.

The Robert Gair Company developed a new way of testing the merchandising value of the package. The method employed, and the results of this unique test, have been published in the booklet illustrated opposite, "Testing the Merchandising Value of a Package." Manufacturers who face a similar problem will find its contents of vital interest and definite help.

This booklet is also of value as indicating the soundness of the methods used in establishing the principles on which the Robert Gair Company bases its work.

Pre-eminent for years as manufacturers of all the elements of package merchandising, the Robert Gair Company is today recognized as the logical source of supply by leading manufacturers in every line of industry. Gair service covers every essential: Folding boxes, Labels, Lithography, Corrugated and Solid fibre shipping cases.

*Send a postal for your copy of "Testing the Merchandising Value of a Package"—today!*



## ROBERT GAIR COMPANY

350 Madison Avenue, New York

CHICAGO • PHILADELPHIA • BOSTON • BUFFALO

needed more vigorous measures. And B sat still.

The result—an advertising campaign which had set a remarkable record in low cost of securing dealers direct is temporarily discontinued, a new proposition which could have been piling up neat profits almost from the start-off, had B gone to the trade, is still struggling to break even and B is out of a job.

It seems to me that a double-barrelled moral is tucked away in these two incidents out of real life.

The obvious one is that there are mighty slim pickings in the way of business growing up around swivel chairs and easy chairs and that the kindest thing to a sales manager's family under today's conditions is for said sales manager to leave that family and go out where he can reap the wherewithal to support them.

The less obvious one is that advertising—from the sales manager's viewpoint—may prove a two-edged sword.

As long as his employer's output is sold wholly by dint of personal salesmanship it is reasonably easy to alibi slumps and gloss over an inability to show profits—all the sales manager needs to do is to report "The trade won't buy."

When aggressive advertising is under way that alibi fails utterly. You can't say "they aren't buying" when black ink on white paper is bringing in orders that you yourself aren't collecting of your own shoe leather and perspiration. A and B failed to realize that the old alibi was shot to tatters and used it once too often.

And desk executives are out of fashion.

### Observations of an American Advertising Man in England

New York, Aug. 1, 1922.

*Editor of PRINTERS' INK:*

The writer has just returned from a short trip to England, spending some time in London. My observations of British advertising would indicate that there is a marked difference between English and American methods.

The leading London newspapers have big circulations all over England. Their rates are high. It is rather noticeable that local department stores and shops

of the character that use large space in American newspapers use comparatively small space in London papers. I recall the big annual July sale at Harrod's, one of the leading London department stores, the week I was there. This copy was boxed in a two column advertisement, type closely set, rather unattractive and uninviting, particularly considering the importance of this sale. A New York or Chicago store advertising a sale of this character would use pages.

Evidently the British advertising agency and advertising manager have not developed the local store advertising to the extent that we know it in America and it is not unusual for a London newspaper to contain at least 50 per cent advertising copy of nationally advertised and trade-marked goods and the balance local or retail advertising.

My observations would indicate that advertising is not sold or solicited in England as advertising men in America understand these terms. Rather it is persuaded or suggested to the manufacturer, agent or publisher by the solicitor. More often it is the manufacturer who decides that he needs advertising help and gets in touch with the publisher by correspondence regarding rates, etc.

It will interest American advertising men to know that a conspicuous advertising success in England today is the Pepsodent account which is appearing in London newspapers with the same style of copy as used in American newspapers and I am informed with equally good success as the proposition is going big over here.

While in London I was entertained at a special luncheon by the directors of the Thirty Club, London's leading advertising organization, composed of thirty members only, representing different types of advertising. I was informed that the Thirty Club succeeded the London Sphinx Club, which went out of existence during the Great War. The Thirty Club is much interested in obtaining the co-operation of American advertising men in the proposed convention of the Associated Advertising Clubs of the World to be held in London in 1924. There is an excellent feeling of co-operation, represented in the club's invitation extended at the Milwaukee convention. In the event that it is decided to hold the 1924 convention in London, I can assure visiting Americans they will be given hospitality of an unusual character by their British cousins. In view of the fact that there are so many American concerns who have London branches, there is considerable that can be accomplished in a practical way by the convention being held in London at this time.

Since the war there has developed many problems of common interest between England and American manufacturers that the advertising man can help solve and bringing together the leading British and American advertising interests in convention would be an important factor tending toward a continuance of the splendid understanding of business interests that exists between the two countries.

DAN A. CARROLL.

in  
ra-  
I  
ar-  
de-  
re.  
mn  
er  
rly  
le.  
er-  
use

ng  
ot  
to  
ca  
on  
er  
di  
he

ct  
in  
ca  
is  
e-  
cier  
er  
b-  
s,

ng  
re-  
te  
g  
ne  
m  
th  
on

at  
f-  
l-  
f-  
i-  
d-  
t-  
n-  
n-  
g-  
t-  
e-  
r-  
r-  
t-  
e-  
i-  
l-  
-  
o-  
-  
-

August

2



## *The New Marketing / is National!*

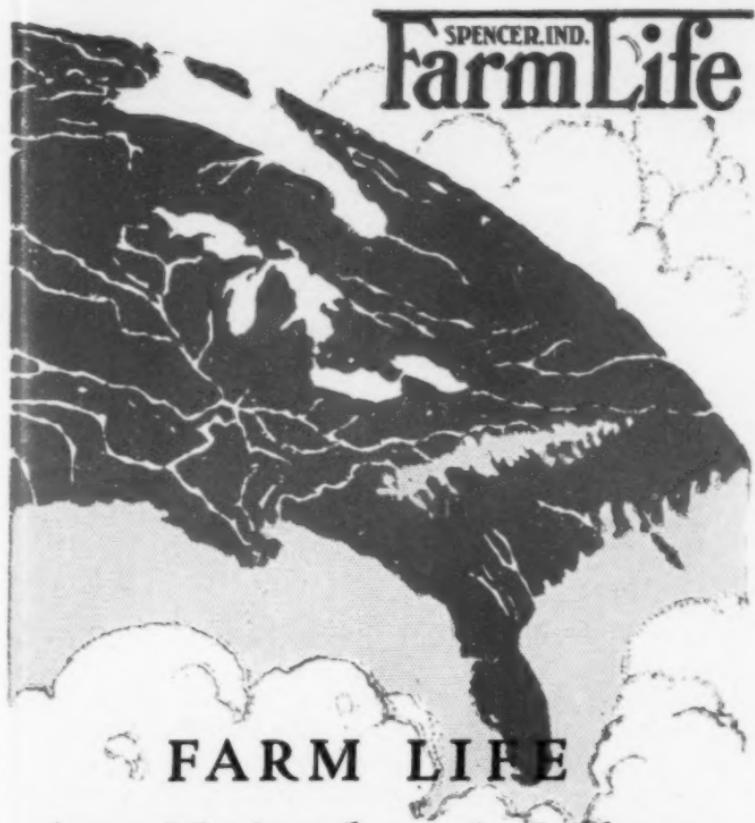
"THE last twenty years have been characterized by the nationalizing of our economic interests. We are operating now in national markets. Flour milled in Minnesota from Northern wheat is sold in every part of the country, from the Atlantic to the Pacific and from the Canadian Border to the Gulf of Mexico. The great fruit crops of California and Florida seek a national market. Lumber from the Pacific Coast is sold in Minnesota, Ohio, and on the Atlantic seaboard. Automobiles made in Detroit are found on the roads of every State and city in the Nation. Food stuffs of every kind, clothes, shoes, farm



machinery, musical instruments, furniture, electrical goods, tobacco—in fact, staple articles in almost unlimited variety—are sold in national markets.

"The development of national marketing through national advertising and national sales organizations has served to draw the various sections of the country more closely together; to nationalize the wants of buyers; and to encourage the concentration of production. America's industrial supremacy is dependent on low cost mass production. Mass production is based upon low cost mass selling in national markets. And this has been made possible by the great low cost sales medium—*National Advertising.*"

From an address by Eugene Myer, Jr., Managing Director of the War Finance Corporation at Milwaukee June 13, 1922.



## *FARM LIFE*

### *is as National as Agriculture*

FARM LIFE has attained a thoroughly national circulation — of almost even density in every agricultural State and neighborhood.

It makes a clean-cut appeal to the advertisers of the United States on the ground of its national influence.

It appeals to the American farmer everywhere — no matter what the crops or the latitude.

It has the confidence and the genuine friendship of these farmers, because they are all American farmers, with the same interests at heart. These men are moved by the same motives, respond to the same ideas, spend their money for the same products.

In every locality they give FARM LIFE advertisers the

August 10, 1922



same profitable returns from the advertising dollar that is spent in **FARM LIFE**.

**FARM LIFE** is the Farm Magazine of the present and the future. Its policies are based on the facts of the agricultural world as they are today.

**FARM LIFE** is prepared to serve national advertisers with a national farm circulation *right now*. It can, to a fuller extent than any other farm publication, offer that service today!

Put it first on the list!

#### THE FARM LIFE PUBLISHING COMPANY

*Advertising Representatives*

THE JAMES M. RIDDLE COMPANY

NEW YORK      CHICAGO      ST. LOUIS      ATLANTA      CLEVELAND  
KANSAS CITY      SAN FRANCISCO

SPENCER, IND.  
**Farm Life**

is  
he  
al  
ers  
a  
at

W

Many

If you  
lingto  
its di  
style  
diner  
railro  
have  
with  
observ  
when  
and a  
recent  
more,  
room  
wall 1

Her  
chang  
terior  
and c  
manu  
increa  
produ

Mo  
appro  
wall  
Unit  
this t  
decide  
accou  
that a  
paper  
Actin  
name  
turers  
turers  
for a  
to the

This  
ing i  
co-ope  
Febru  
betwe  
fected  
ing p  
releas  
list o

In  
matio  
plans,  
charg  
assoc  
will b  
manu

# Wall Paper Rises to the Occasion

Many Manufacturers of Wall Paper, Aware of a Changing Demand for Interior Decorations, Are Ready to Advertise Their Product

By Albert Ericssen Haase

If you are observant when you happen to travel on the Burlington System you may find that its dining cars have set a new style in interior decoration for the diner on wheels. Twelve of that railroad's latest steel dining cars have had their interiors covered with wall paper. If you are still observant of your surroundings when you are at Providence, R. I., and are staying in that city's most recently completed hotel, the Biltmore, you may discover that every room you enter is decorated with wall paper.

Here are two indications that a change is taking place in the interior decorating business. These and other indications have made manufacturers believe that an increased demand awaits their products.

More than 80 per cent, in fact, approximately 83 per cent, of the wall paper manufacturers in the United States so strongly believe this to be a fact that they have decided to take from their bank accounts about \$600,000 and spend that amount for advertising wall paper during the next three years. Acting co-operatively under the name of the Wall Paper Manufacturers' Association these manufacturers intend to guide the demand for a change in interior decoration to the wall paper dealer's shop.

This association has been making its plans for the use of co-operative advertising since last February. In the space of time between February and July it perfected its organization and financing plans and has copy ready for release in September issues of a list of publications.

In giving definite detailed information regarding the advertising plans, C. W. Cousens, who is in charge of the campaign for the association, said: "This campaign will link up the entire industry, manufacturers, jobbers, dealers

and paperhangers. The first piece of copy for the first year's campaign will appear in September in a list of magazines that will reach 30,000,000 people.

"The advertisements will be illustrated and with the aid of these illustrations the campaign will take the reader right through a home, beginning with the hall, proceeding to the living-room, then to the dining-room, and through to the bedrooms and nursery."

## PAPERHANGER WILL BECOME A "GUILDSMAN"

Speaking on the purposes of the campaign Mr. Cousens said:

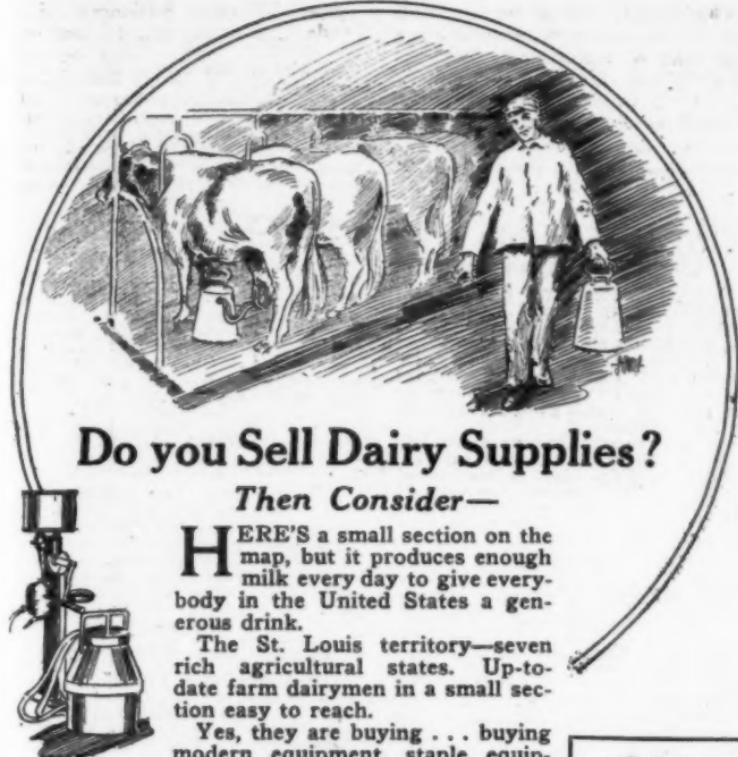
"The whole purpose of the campaign is to build prestige for the man who actually puts the paper on the walls, and to educate the public to an appreciation of the important part in home decorating which wall paper plays."

In order to identify the entire association as an entity in the mind of the public, an emblem has been adopted that will appear in all of the advertisements and for which widespread use will be sought. This emblem is an idealization of the goddess Hathor, the giver of social joys. On her forehead is an Egyptian symbol which signifies "houses" or "abodes." Around this drawing of Hathor are the words "Associate Wall Paper Guild."

With the aid of this emblem the national copy will have the added purpose of rendering the word "paperhanger" obsolete and of substituting for it the word "guildsman." Mr. Cousens has explained this endeavor in these words:

"A man who chiefly answers for the beauty and fitness of walls decorated with wall paper is no mere mechanic. For generations the word paperhanger has been used and in no sense has it done credit to the great class of artisans engaged in this important industry.





## Do you Sell Dairy Supplies?

*Then Consider—*

**H**ERE'S a small section on the map, but it produces enough milk every day to give everybody in the United States a generous drink.

The St. Louis territory—seven rich agricultural states. Up-to-date farm dairymen in a small section easy to reach.

Yes, they are buying . . . buying modern equipment, staple equipment, feeds, tonics.

Here they are—grouped together—ready to buy YOUR goods.

And, naturally, there's one publication covering this territory better than all the others—a fact.

**21%**

of U. S. Milk production concentrated in this section.

(1920 Census)



MISSOURI  
74873



ILLINOIS  
49181



INDIANA  
18711



ARKANSAS  
29101



OKLAHOMA  
15019



TENNESSEE  
14840



KENTUCKY  
27292

## Twice-A-Week *Globe-Democrat* St. Louis

### MERCHANDISING HELP

Besides the advantage of dominant circulation (255,000 an issue—510,000 a week) Twice-A-Week *Globe-Democrat* advertisers enjoy the sales-aid of TEAM-WORK.

Here's the solution of your merchandising problem—a REAL solution. Write for the explanatory booklet "Making a Better Merchandiser of Your Small-Town Merchant." No charge. No obligation.



vertising only through hearsay and not from experience, save only in one or two instances and then not in a big way. With this fact understood, it would seem that they should be complimented for the courage and foresight they are showing in the use they are about to make of advertising.

### July Chain Store Sales Show Continued Improvement

The July sales of the F. W. Woolworth Company were \$12,557,490 as against \$10,748,632 in 1921, an increase of \$1,808,858 or 16.83 per cent.

The sales for the seven-month period ending with July were \$82,771,812 as against \$72,977,911 for the corresponding period in 1921, a gain of \$9,793,902, or 13.42 per cent.

S. S. Kresge & Company report July sales of \$4,900,858 compared with \$4,078,370 in July, 1921, an increase of \$822,457. This company has sales of \$31,799,189 for the first seven months of 1922 against \$28,257,397 in the same period for 1921, a gain of \$3,541,792.

### Fisk Rubber Sales and Profits Increased

The Fisk Rubber Company, Chicopee Falls, Mass., in its semi-annual report for the six months ended June 30, 1922, shows net profits of \$1,774,024. The volume of net sales, according to this report showed an increase of 23.5 per cent compared with the same period last year.

### Vernon Radcliffe with Albert Frank & Co.

Vernon Radcliffe, recently with the Wm. H. Rankin Co., New York has joined Albert Frank & Co., New York. Mr. Radcliffe was vice-president of Francis I. Bent, advertising art organization, and the New York Sun, before he joined the Rankin agency.

### Sun-Maid Raisins Appropriation in Millions

Appropriations totaling \$2,520,000 for 1922-23 advertising of Sun-Maid Raisins in this country have been decided on by the board of directors of this California growers association. This is exclusive of \$300,000 to be used in England.

### Postum Cereal Sales in Millions

The Postum Cereal Co., Inc., maker of Postum, Grape Nuts, Post Toasties, etc., reports sales of \$10,595,048 for the six months ending June 30, 1922. Net profit for this period is reported as \$1,541,212.

### New Western Manager of "Hearst's International"

William F. Johns, formerly assistant advertising manager of the Minneapolis Journal, has been made Western advertising manager of Hearst's International with headquarters in Chicago. He succeeds Fred R. Levington, who, as recently reported in PRINTERS' INK, is now with Motor, New York.

### Joins Chicago Direct-Mail House

Joseph Landfield, formerly in the agency field in Cleveland and more recently advertising manager of Strauss Brothers, Chicago clothing manufacturers, has joined the Brodick Company, Chicago direct-mail house, and will have charge of this company's service and creative departments.

### J. V. Gilmour Advanced by Remington Agency

J. V. Gilmour has recently been elected vice-president of the H. E. Remington Advertising Company, Chicago. He was formerly secretary-treasurer. Ralph Hartising, formerly assistant treasurer of the company, succeeds Mr. Gilmour as secretary-treasurer.

### Philips-Jones Yearly Sales

The Philips-Jones Corporation, New York, maker of Van Huesen collars, shirts, etc., reports sales of \$10,317,396 for the year ended June 30, 1922. Gross profits for that period amounted to \$3,721,930 and net income was reported as \$676,240.

### Mail-Order Sales Increased in July

Sears, Roebuck & Co., for July, report gross sales of \$12,244,961, against \$10,676,283 last year. Gross sales for the first seven months of the year aggregated \$94,748,186, against \$100,091,574.

### United Drug Sales and Profits

The United Drug Company's net sales for the first six months of 1922 amounted to \$28,472,766. Net profits, after deduction of taxes and other charges, amounted to \$1,678,868.

### J. C. Penney Company Sales

The J. C. Penney Co., chain-store organization, reports sales of \$19,710,835 for the year ended June 30, 1922. Net profits for that period amounted to \$579,816.

### Death of John Glass

John Glass, Western manager of Manufacturers Record, Baltimore, died in Chicago July 21. He had been with Manufacturers Record for eighteen years.

# St. Louis

is termed "The Hub of the United States"—"The City Surrounded by the United States."

St. Louis also is the dominant center of a vast trading area extending well into five states.

However, National Advertisers entering the St. Louis market with a sales and advertising campaign, would no more think of trying to cover the whole State of Missouri and a goodly portion of the states of Illinois, Kentucky, Tennessee and Arkansas, with a St. Louis newspaper or newspapers, than they would think of trying to cover the entire country with St. Louis newspapers.

National advertisers who want maximum coverage at minimum cost where they *know* it will be effective—where distribution is assured—sell St. Louis first . . . They sell it by advertising in the popular mediums with negligible duplication in circulation—the evening newspapers.

*Necessarily on the List—*

## THE ST. LOUIS STAR

*don't say "Paper"—Say "STAR"*

Trade Mark Registered

National Advertising Representatives

**STORY, BROOKS & FINLEY**

New York Chicago Philadelphia Los Angeles San Francisco

Aug. 10, 1922

Aug.

# A record for t

*Excerpt from a letter written  
by H. A. Pistors of S. B.  
Lavick & Co., Inc., exclusive  
distributors in Chicago of  
the famous Marathon Belts.*

## Chicago Herald a

*NEW YORK: 501 Fifth Avenue  
SAN FRANCISCO: Monadnock Bldg.*

# for the Marathon

" \* \* \* \* our Marathon Belt Campaign the week of June 19th was another tremendous success and we are still receiving new orders and re-orders due to the fact that the advertising is being continued in your paper.

We take this opportunity of complimenting you on the wonderful cooperation which you gave us through your personal field service. \* \* \* \* "

# d and Examiner



# WICHITA FALLS, TEXAS

## An Important Population Center

**90.1% Native-born White Americans  
98.4% Literate**

1920 Census ranks Wichita Falls 8th in Texas population:

	<i>1920 Census</i>	<i>1910 Census</i>
Wichita Falls.....	40,079	8,200
Beaumont .....	40,422	20,640
Galveston .....	44,255	36,981
El Paso .....	77,560	39,279
Ft. Worth .....	106,482	73,312
Houston .....	138,276	78,800
Dallas .....	158,976	92,104
San Antonio .....	161,379	96,614

Wichita Falls ranks with Dallas and Houston as a distributing center. Railroads radiating in seven directions. Lower freight rates to many important points.

## Wichita Daily Times

A. B. C. Member

Evening and Sunday Morning

Wichita Falls, Texas

E. Katz Special Advertising Agency  
New York Chicago Atlanta Kansas City San Francisco

# Chiropractors Take Their Case to the Bar of Public Opinion

Holding None of the Ancient Delusions Concerning Paid Publicity, They Turn to Advertising for Aid

**A**LTHOUGH Chiropractic was practiced crudely in the Greek and Roman armies more than 2,000 years ago, the modern chiropractic treatment is only about twenty-six years old. In this short time it has made tremendous strides. Like almost everything new, it has had to meet with many vicissitudes. Some are rapidly being overcome. Charlans, for example, are being driven from the ranks.

Other trials and tribulations, though, have still to be contended with. Perhaps the strongest obstacle is the opposition of the doctor of medicine. The chiropractic and the medical profession are competitive. They are radically different in their approach to the healing art. Chiropractic is entirely drugless. Consequently, the chiropractic course of study is not to be confused with that required of the general practitioner.

Around this point hinges most of the trouble. The chiropractors fervently desire legal recognition. They want a license law of their own, independent of Medical Board domination, and a Chiropractic Board for the examination of future chiropractic practitioners. They do not want to make a three or four year study of medical or drug treatments when it is their intention never to use them.

In certain States this legal recognition, with all it implies, has been granted. In Texas, for one, it has not. Texas chiropractors differ from the general practitioner in another way. They hold none of the ancient delusions concerning the use of paid advertising.

Consequently, feeling that the accomplishment of their aim of independent recognition rested with the people of Texas, they determined to take the case to the Bar of Public Opinion. Advertising counsel was called in and a campaign outlined.

It was planned to implant two definite thoughts in the minds of Texans. The first was to get across the healing powers of chiropractic treatment. The second—and it will be seen the both are closely allied—was to establish in the minds of those who are well a realization of what chiropractic may mean and why a new healing art should be given the right to survive and practice under favorable conditions.

In other words, the advertising was a two-edged sword designed to cut a way to new business for the individual chiropractor and into the good opinion of those who are well.

#### STATE ASSOCIATION BACKING

There are about 400 members in the Texas Chiropractors Association. An honor system was devised whereby each chiropractor joining the campaign was pledged to give one twenty-sixth of his total monthly income to the advertising.

A field agent, with a complete outline of the proposed campaign, was sent to visit every chiropractor in the State. He sold the idea of the campaign as a salesman would sell any other merchandise. Only one prospect in the entire State was lost.

It is intended to raise a total of \$50,000 to be invested within a twelve-month period. The programme has been quite successful in the two months it has run. Twenty-seven newspapers and two farm papers circulating in Texas are being employed.

The nature of the advertisements is editorial. Illustrations are employed to lend point to the chiropractic utterances. An emblem is used to identify the Association membership to the public.

No effort will be made to check direct results until the annual convention of the association is held.

# An Open Letter to the Associated Advertising Clubs of the World

McGRAW-HILL COMPANY, INC.

Tenth Avenue at 36th Street  
NEW YORK

August 7, 1922

Mr. Carl Hunt, Manager,  
Associated Advertising Clubs of the World,  
110 West 40th Street, New York City.

My dear Mr. Hunt,

This morning I received your letter announcing that *Associated Advertising*, the official organ of the Associated Clubs, will accept no advertising in the future issues except that covering Association activities.

I congratulate your Committee on the adoption of this clean-cut policy. I have long felt that the Associated Advertising Clubs have been handicapped by the questionable use of the Association publication as a source of revenue.

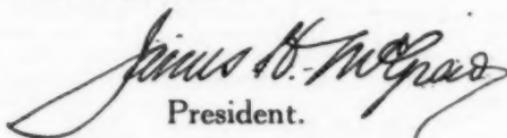
Commercial and professional associations have rendered great service to their membership and to the country as a whole. Of necessity, they must spread inform-

ation regarding their activities and interests. The frequent tendency to use association publications to obtain outside financial support by solicitation of advertising based on appeals other than true advertising values has worked great harm to the good name of advertising.

The Associated Advertising Clubs, with their program for truth in advertising and the development of high ethical standards in the advertising profession will, by the adoption of this policy, do much to clarify principles and set an example for other associations to follow.

As material evidence of our belief in the soundness of this move, we will be pleased to join other publishers in promoting the proper functions of *Associated Advertising* by substantially increasing the amount of our sustaining membership.

Very truly yours,



James H. McGraw  
President.

## The McGraw-Hill Publications

Industrial Age Power  
Electrical World  
Industrial Engineer  
Electrical Merchandising  
Electric Railway Journal  
Engineering and Mining Journal

American Machinist  
Bus Transportation  
Ingenieria Internacional  
Engineering News-Record  
Chemical and Metallurgical Engineering  
Journal of Electricity and Western Industry

# Why the Textile Business Has Been Backward in Advertising

Reasons Why Its Future Will Be Brighter Than Its Past

THE GREEN-LUCAS CO.  
BALTIMORE, MD.

*Editor of PRINTERS' INK:*

If it is not too much trouble could you send us a list dealing with the activities of the manufacturers of cloth? We are especially interested in what some of the cloth manufacturers have done to identify their cloth after it has been made up into clothing and other individual pieces such as blankets, skirts, overalls, etc., by the manufacturers of such articles.

Any light you could throw on the subject would be greatly appreciated.

THE GREEN-LUCAS COMPANY,  
W. C. STITH.

WHEN we consider the size and vital character of the textile industry, it has accomplished comparatively little in an advertising way. For this reason PRINTERS' INK has published few articles on the subject.

You might say that it was the textile business that made the last stand against advertising. As it was conducted, the business was peculiarly unadvertisable. As a rule, mills have not marketed their own products. They turned their output over incognito to some outside selling agency and let it sell the goods as it would. The evils of this system were well described by H. Gardner McKerrow in a letter which he recently wrote to the *Textile World*. He said in part:

"The only way in which manufacturers in the North can maintain their supremacy against this increase of efficiency on the part of Southern mills, is by adopting a radical change in their methods of selling and distribution.

"When the cotton industry first came into being in New England it was concentrated in the hands of a comparatively few family interests, and these same interests also owned or controlled commission houses which distributed the manufactured goods. The mills produced thousands of yards of goods which, upon being baled up and shipped to the converters for

the account of the commission houses, were simply so many bales of goods thrown on the market for absorption. The identity of the mill did not continue beyond the point of delivery, and thus the goods themselves, no matter how great their merit in structure or design, did not become the creators of good-will, and the manufacturer was entirely dependent on the orders which he might receive from the commission houses for the success and even the continuance of his business.

"If the market was depressed the manufacturer had to sit passively by until such time as he received further requests from his distributing agents. He had but little part in the creation of his own markets, and no matter what might have been his ability as a manufacturer, it received no specific recognition—or but little recognition—in the demand created for his products.

"This system of selling and distribution still obtains to a very large extent, relieved somewhat of recent years by the commission houses themselves becoming more modernized in their outlook and in their methods of doing business. The system, however, is fundamentally wrong and is not in line with modern methods of selling. The commission house or distributing agent represents several different lines and its salesmen, therefore, cannot, and do not, concentrate their selling efforts on one specialized line. They have no time to devote to missionary work or to the preparatory efforts which are necessary in order to feature the sale of a particular trade-marked line. The salesman who thinks of nothing else, and has nothing else to command his attention than one specialized line, will accomplish a great deal more than the salesman who attempts to 'pot-shot' his efforts. Again, such methods of group

# Detroit News Sends 29 Girls To France

*Beats All Other American Cities In Good Will  
Contest Sponsored by Anne Morgan of New York*

THE American Committee for Devastated France selected The Detroit News as its exclusive organ for its Good Will Contest. In this campaign everyone who paid ten cents had the privilege of voting for a young lady, to be sent to France, symbolizing America's good will to the former country.

More than a million and a half votes were cast in Detroit and 29 girls were selected to go to France. Detroit stood at the top of the list of 34 great American cities, including Philadelphia, Chicago, Boston, etc. Chicago, with three times Detroit's population, polled 600,000 votes.

The result of the contest is a wonderful tribute to the thoroughness of The Detroit News coverage, and the remarkable responsiveness of Detroit to The News appeal, for not a line of publicity was carried by any other paper nor were any other media used to promote the contest.

By acquiring The Detroit Journal and subsequently consolidating The Journal with it, The News has attained a still more wonderful coverage of the field, reaching practically 100% of the homes in Detroit and vicinity.

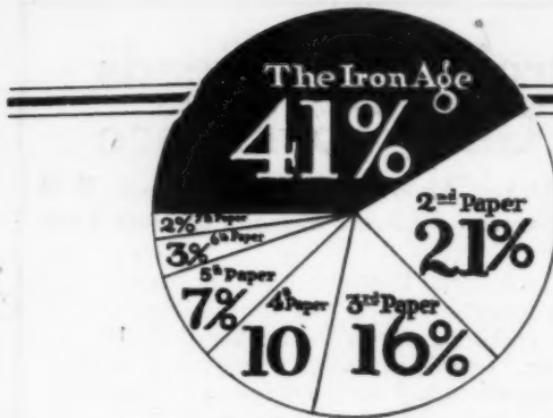
## The Detroit News

*Greatest Circulation Sunday In Michigan*

*Two and a Half Times Circulation in Detroit of Nearest  
Week Day Competitor.*

*"Always in the Lead."*

Member National Newspapers, Inc.



# Why The

Of the total volume of advertising pages published during the first quarter of 1922, in *all papers* going to the general metal-working industries or iron and steel field, The Iron Age carried no less than 40%.

# *Andron Age?*

How is this advertiser preference, persisting from year to year, to be explained? Get the facts from headquarters at 239 West 39th Street, New York City. Address The Iron Age.



selling do not provide the opportunity or the incentive for those aspects of the selling function which have become indispensable in modern business, such as market analysis, scientific advertising and the creation of consumer good-will, and, therefore, the benefits are not being secured that might be derived from more efficient and up-to-date methods."

Mr. McKerrow has spent his life in the textile business and he therefore writes with authority. What he says is true, but despite the unfavorable advertising past of the industry, the future looks bright. As Mr. McKerrow points out, much has already been done to put the business on a more modern basis, particularly by the commission houses themselves, strange as that may seem. Several exceptionally fine campaigns have been conducted on textiles, such as on Palm Beach cloth, Van Raalte ceilings and Strong Hewat woolens, to mention just a few typical cases. Much fine promotion work has been done in the silk branch of the textile industry. Woolens and cottons have been the backward children, but they, too, are picking up advertisingly and we have no doubt that the next time PRINTERS' INK publishes a bibliography on this subject it will be very much more extensive than is the present list.

—[Ed. PRINTERS' INK.]

*(Printers' Ink Monthly)*

Descriptive Backgrounds to Advertise Fabrics; December, 1921; page 98.

Associating a Product with Prominent People; February, 1921; page 58.

Prestige for American Merchandise Built on Exhaustive Study; January, 1921; page 17.

Taking a Product's Atmosphere to the Shoppers; November, 1920; page 90.

Cotton Presented from New Angle; June, 1920; page 109.

*(PRINTERS' INK)*

New Product Gets Distribution in a Single Day; April 6, 1922; page 68.

The Scotch Tweed "Invasion"; February 23, 1922; page 69.

"Fabric Furs" to Be Widely Advertised; September 22, 1921; page 76.

New Cotton Advertisers; September 15, 1921; page 164.

When Dealers Want the Credit for Making Your Goods; August 4, 1921; page 107.

Merchandising a Cut in Price; June 30, 1921; page 10.

Fruit of the Loom Advertised after Years of Silence; March 3, 1921; page 176.

When Buying Is Three Times Removed; January 27, 1921; page 80.

Telling the Whole Truth Is Not a Whin Too Much; September 23, 1920; page 41.

Advertising Brings Corduroy Back with a Wallop; August 19, 1920; page 33.

Institutional Advertising by the Historical Method; April 22, 1920; page 25.

Advertising Success Causes Change in Product's Name; February 12, 1920; page 41.

Scotch Tweeds to Be Co-operatively Advertised; December 18, 1919; page 63.

How "Seasoning" Is Being Taken Out of the Silk Business; September 4, 1919; page 45.

Advertising Methods That Run Down the Trade-mark Pirate; April 17, 1919; page 45.

A Venturesome Campaign; March 20, 1919; page 113.

Irish Linen Society Begins Co-operative Advertising Campaign; February 20, 1919; page 45.

Changing the Public's Ideas about Silk as a Luxury; January 3, 1918; page 95.

Craventette's Campaign Inspires Allied Industries to Advertise Nationally; February 8, 1917; page 26.

Making the Trade-mark Follow through to the Consumer; January 4, 1917; page 67.

Reviving an Old Brand and Cash'n In on Latent Good-will; November 16, 1916; page 37.

Co-operative Movements in the Textile Field; January 20, 1916; page 149.

Patrick Company's Try-out Demonstration to Meet Price Competition; December 30, 1915; page 17.

Mallinson's Campaign to Popularize American-made Styles; September 2, 1915; page 3.

Skinner's Satins Pioneer Solution of Difficult Selling Problems; February 4, 1915; page 76.

## R. E. Smith Opens Office in Indianapolis

Russell E. Smith has resigned as manager of the merchandising and promotion departments of the Indianapolis Star and the Star League of Indiana. Mr. Smith is opening an office in Indianapolis as a trade investigator.

## Agency Sold in Wichita, Kan.

The Central Advertisers' Agency has been organized in Wichita, Kan., to continue the business of The McCormick-Armstrong Agency. The new company will handle the same accounts as The McCormick-Armstrong Agency.

Loren P. Guy has joined the sales staff in New York of the James M. Riddle Company, Chicago publishers' representative.

1922

June

after  
1921;

Re-  
Not a  
1920;

Back  
age 33.  
His-  
age 25.  
age in  
1920;

tively  
age 63.  
Taken  
ember

Down  
1919;

h 20,

rative  
20,

about  
1918;

Allied  
nally;

low  
y 4,

shing  
r 16,

extile

mon-  
tion;

arize  
r 2,

n of  
uary

in

l as  
pro-  
polis  
iana.  
dian-

an.

has  
, to  
nick-  
pany  
The

sales .  
M.  
mers'





# All-Fiction Field

The Field of Greatest Yield

Over  
2,000,000  
Circulation

for

\$2700 a Page



# Read by Everybdy



EVERYONE has always read fiction. Young and old, man, woman and child. Everyone—from Theodore Roosevelt, Woodrow Wilson, Charles Schwab and Vincent Astor to plain John Smith who lives on Main Street.



**I**N love of fiction all mankind meets on common ground. Statesmen, scholar, captain of industry, keeper of the corner store. Society women and stenographer. Schoolgirl and housewife. Lawyer and merchant. Clerk and executive. All-Fiction magazines are read regularly by the entire family in every class of home in all parts of the country.

## All-Fiction

The Field of best

# ybdy—Everywhere



CTION is as universal in its appeal as the movies. With some allowance for illiteracy in certain sections we can say truly that the *All-Fiction Field* parallels population throughout the United States.



MAGAZINES of the All-Fiction Field go everywhere, city, town, village, hamlet, mining camp, ranch and farm.

These millions of readers are an ideal selective circulation, of a type particularly responsive to advertising. They have the "fiction-mind"—imaginative, impressionable, responsive to suggestion. The mind that dreams, desires—and buys.

## in Field

of best Yield

# Compare this with other rates

Publication	Rate Per Page	Rate Per Page Per Thousand
All-Fiction Field	\$2,700	\$1.33
American Magazine	4,200	2.56
Red Book	1,800	2.63
Literary Digest	4,000	2.89
Quality Group	1,910	2.90
Collier's Weekly	3,000	3.07
Cosmopolitan	3,040	3.21
Saturday Evening Post	7,000	3.33
Hearst's International	1,350	4.42
Pictorial Review	8,000	4.58
Ladies' Home Journal	8,000	4.64

Figured from A.B.C. Reports

## All-Fiction Field

The Field of Greatest Yield

280 Broadway, New York

122 South Michigan Blvd., Chicago



The  
Re

J US  
re  
is a p  
merci  
nearl  
possib  
picture  
schoo  
campai  
pealin  
have  
mansl

The  
and  
claim  
are al  
other  
sense,  
ticipan  
There  
to jud  
immed  
the d  
strain

It  
should  
tions  
real li  
from

Eve  
exten  
to "w  
that w  
well-c  
vention  
Mails  
It is  
that ad  
adver

How  
keep  
tions  
duce  
human

No  
have i  
but t  
produ  
tain n  
sults  
averag  
charact

# Putting the Human Element in "Human Interest" Illustrations

The Picture That Does Not Go Far Afield from Real People, Doing Real Things, Seen in Everyday Life, Is the One of Widest Appeal

By a Commercial Art Manager

JUST what constitutes genuine realism and nearness to nature is a problem confronting the commercial artist. Because they more nearly understand the dramatic possibilities of a story told in pictures, illustrators of the old school come nearer embellishing a campaign in an attractive and appealing manner than those who have lived a little too near salesmanship talk.

The one who reads advertising and studies its pictures seldom claims to be an "art critic." They are all pretty good judges, on the other hand, of realism in its true sense, for they are all actors, participants in these daily dramas. Therefore they are in a position to judge sharply and surely. They immediately detect the false note, the departure from real life, the strained and the posed.

It is only natural that they should pay tribute to the illustrations that come nearest reflecting real life as they see it. Departures from this are liable to criticism.

Every advertiser learns to what extent the casual reader takes time to "write in," commenting upon that which obviously violates some well-established rule of the conventions or of life in general. Mails are heavy with these letters. It is proof sufficient of the fact that the consumer is studying advertising, fore and aft.

How necessary it is, then, to keep a sharp eye on all illustrations that are supposed to reproduce some actual scene, involving human beings.

Not only must the characters behave in a thoroughly natural way, but their linked relation to the product must not go beyond certain natural bounds. It rather insults the intelligence of the average person to see advertising characters behaving as they never

would while eating a breakfast cereal or opening a can of preserved peaches.

Fortunately, advertising has grown to understand all this and the proportion of finely conceived and executed pictures for commercial purposes is large. Exhibitions held of the originals of many of the advertisements verify the above. They deserve all the credit that the buying public showers upon them in the shape of open-purse response to advertising.

The manufacturer of Hartman trunks appreciates that trunks must be shown, as well as human figures, that the illustration may have the human appeal. But individuals are not going into mad ecstasies of delight over even a new trunk. It would be possible to overdo illustrations of this type and for this sort of product.

One theme of Hartman illustrations is staged out on the platform at a railway depot. A young couple is being "seen off" by friends. The scene is one of action, the urge of the train about to pull out of the station, atmosphere—and, in the foreground, just where it would naturally be, one of those electric trucks, bearing a load of trunks to the baggage car. This means showing the product in dominating size, yet it was always "in the picture" and not dragged in at the last moment merely because the advertiser wanted it shown conspicuously.

And it is just here that the advertising artist appears to run upon his greatest problem: introducing the thing advertised in a natural, unaffected, casual manner, with no outward signs of the commercial. The sales incentive should never be jammed forcibly, blatantly, upon the reader's attention. The best illustration is the one in which such accessories, however impor-

Aug. 10, 1922

Aug.

tant they may be, are subdued and fit into a sort of story mosaic.

Walter Baker & Company recently ran a page, three fourths of which was illustration, bringing out the appetizing flavor of bar chocolate. A country boy, in overalls, sat by a quiet, woodland stream, back against a big boulder,

A successful illustration is seen in an advertisement used for Wool Soap. On a table a mother has placed a small tub and in it chuckles the liveliest of little babies. The pose of that baby, as it reaches for the cake of soap with oddly twisted, active fingers, is alone an illustration.

Then the mother is seen bending over the tub; the basinet, with its fresh, clean clothes — everything exactly as it should be. Even the suggestion of a young and amused father, paper in hand, looking through the open door, never for a moment intrudes. Note that the mother has put on an apron, that her dress will not be splashed.

These natural illustrations are the strongest and the best selling mediums. They are true to life, natural. They deliver their messages uninterrupted.

As much cannot be said for the picture that is open to criticism on the ground of



BAKER'S CHOCOLATE HITS UPON A HAPPY IDEA FOR ADVERTISING ILLUSTRATION

and face wreathed in contented smiles. His fish pole was held between his legs, but even with the nearness of a catch, he could not possibly stop nibbling at the sweets. His boy appetite was stronger than his fishing instinct.

Home scenes are too often violated. It is far too easy to misinterpret the actions of the average woman, and she, most of all, is severely critical. She lives these pictures, day in and day out. Her sense of the ridiculous is strongly developed.

When the human interest home picture is wisely handled, it has tremendous power of attraction for both men and women. But there must be no straining for effects. Look through the walls of a real home and transcribe what you see there. Do not allow imagination to take you too far from realism—things as they are, however humble and unobtrusive.

unreality.

Advertising illustrations for Mina Taylor dresses have clearly demonstrated that it is possible to indulge in correct showings of gowns, done technically, and still be real, natural and therefore convincing.

This advertiser had three stories to tell in one picture, for the gowns shown were for office wear, the home and the outing.

Three main figures, charmingly dressed in the garments, were grouped about a desk. One, the office worker, plainly belonged there, the second was a caller, who had just dropped in, the third was a fellow worker, holding a vacation land map for all to see.

The striking feature of the picture was the natural way in which the detailed gowns were drawn—on real people and wrinkled where they might well be, but never losing their crisp, fresh charm.

seen  
for  
other  
and  
of  
that  
cake  
active  
1.

er is  
the  
with  
othes  
actly  
Even  
used  
hand,  
the  
for  
des.  
Other  
pron,  
I not

llus-  
ong-  
lling  
y are  
atural.  
mes-  
ed.  
not be  
ecture  
criti-  
and of

f or  
early  
le to  
s of  
still  
con-

ories  
owns  
the

ingly  
were  
the  
nged  
aller.  
third  
ng a  
see.  
pic-  
which  
wn—  
here  
los-

## *Are You Watching*

for Life's Big Burlesque Number, September 7? Advertisers appearing in this issue have the advantage of a heavy increase in circulation at rates no higher than usual. Closing August 15.

Gee.Bee.Are., Life's Adv. Mgr., N.Y.  
B. F. Provandie, Western Mgr.  
1537 Marquette Bldg., Chicago

**Life**  
*The Mass of Class  
Medium*

is a composition, at once difficult and exacting to do.

There has just appeared in behalf of Mobiloil, a double-page, heavily illustrated display, elaborating upon the fact that the right lubricant has much to do with vacation trips in the old car. You are sure she will take you there

and unreal people and incidents, because it is entirely foreign to their own experiences.

There are enough genuine true-to-life compositions in our everyday lives to keep all advertising fully illustrated for the next twenty generations. It is necessary only to look about you, observe, seek the truth, unembellished.

A part of the salesmanship of an advertising picture is to have the prospect put himself in the place of the character in the advertisement.

If he can't do this, unconsciously, then the illustration is weak.



WOOL SOAP IS SCARCELY NOTICEABLE IN THIS PICTURE, WHICH HAS STRONG ADVERTISING VALUE NEVERTHELESS

and back, and the scene is of a happy family gathered at the base of a big tree, under whose friendly shade they have spread their lunch.

The little boy is sailing a boat on a shallow stream, in which he is wading. The little girl comes joyously into the composition, her arms filled with wildflowers. Father is building a fire for coffee and mother is getting the lunch ready. Every line of the picture will please motorists.

Nothing is more interesting than an adherence to truth in all these problems of illustration.

In reaching for cleverness, do not step beyond the bounds of people as we know them, doing the things that we know people do. The masses are attracted to that which appears to visualize their own movements.

They are not so interested in the action built around fantastic

### Appointments by Klaxon Company

Campbell & Wood has been appointed sales representative in the motor equipment division of the Klaxon Company, Newark, N. J., with headquarters at Detroit, Mich. He formerly represented the wholesale division in Missouri, Kansas, Oklahoma, Texas, Colorado and New Mexico.

T. B. McBride, recently connected with the Peden Iron and Steel Company, Fort Worth, Tex., succeeds Mr. Wood in the wholesale division covering the territory mentioned.

E. V. Scotford, formerly of the advertising and sales-promotion department of the United States Tire Company, is now acting advertising and sales-promotion manager of the Klaxon Company.

### Diamond Holfast Rubber Appoints Agency

The Diamond Holfast Rubber Company, Atlanta, Ga., has placed its account with Grandin-Dorrance-Sullivan, Inc., New York. This company plans to start a color campaign in trade publications for its 2-Plex insulation tape within a short time.

### F. A. Harper with Chicago Correspondence School

F. A. Harper has joined the sales promotion staff of the American School of Correspondence, Chicago. He was formerly with the advertising department of Montgomery Ward & Company, Chicago.

ents,  
n to  
true-  
very-  
ising  
widen-  
only  
seek  
bel-

sales-  
adver-  
s to  
t put  
ce of  
the

this.  
in the  
ak.

by  
ny  
has  
re-  
moter  
of  
pany,  
with  
troit,  
rep-  
desale  
ouri,  
exas.  
New

re-  
in the  
Steel  
seeds  
ision  
ad-  
part-  
Com-  
and  
axon

Com-  
ac-  
avan,  
plans  
ubli-  
tape

go  
  
sales  
hool  
was  
part-  
any,

Official publication of The American Legion and The American Auxiliary

HEADQUARTERS: 427 West 46th Street, New York City

PUBLISHED BY THE LEGION PUBLISHING CORPORATION  
President, V. F. Tamm; Vice-President, J. E. Clegg; Secretary, H. L. Randall; General Manager, L. C. Johnson

DATED JULY 1, 1922

**Here's One Market Every Dealer Knows**

Several advertisers have asked us why we do not publish a detailed analysis of our circulation showing the number of subscribers in every town. As practically all of our circulation is mailed subscriptions, this would be easy for us to compile. But, strange as it may seem, it is unnecessary for us to do this.

A circulation analysis of this nature ordinarily is used by salesmen to show the dealer the circulation in his town of the publication or publications used by the advertiser.

When your salesman says to the dealer, particularly in the small and medium-sized towns (wherein is 76% of our circulation), "We are advertising in THE AMERICAN LEGION WEEKLY, which reaches the members of The American Legion and Auxiliary in your town," the dealer knows more about the local analysis and type of readers than the salesman with all his charts can tell him.

He knows not only how many of these readers there are in his town, but also where they live and what they do. He thinks of them in intimate terms of friendliness, comradeship and business.

Because of this knowledge he interprets your WEEKLY into direct local sales influence.

And he is glad to tie up with it.

We have abundant proof accumulated during the past two years. Would you like to see it?

Aug. 10, 1922



PRINTING periodicals is a technical job requiring special equipment. Some publishers suffer the inconvenience of printing their publications out of town for sake of economy. Goldmann volume and experience produce fine magazine work in the heart of New York City at minimum cost.

ISA  
EIGHT

**ARTS AND DECORATION**  
**JOSEPH A. JUDD PUBLISHING COMPANY**  
INCORPORATED  
80 WEST FORTY-EVENTH STREET  
NEW YORK CITY

OFFICE OF THE PRESIDENT

June 29th, 1922.

Isaac Goldmann Company,  
 60 Lafayette Street,  
 New York City.

Dear Sir:

Attention Mr. Nathan Goldmann

Copies of the July issue, fresh from the print,  
 have just come.

Thus, after experiences with other printers,  
 forced upon us by the printers' strike, we return to the  
 Isaac Goldmann Company.

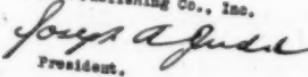
Let me congratulate you most heartily upon the  
 high excellence of the color reproduction of the cover  
 design and the painstaking care you bestowed upon bring-  
 ing out the beauty of the many half tones throughout the  
 text pages.

The typographical excellence of this issue is a  
 most commendable achievement even under the best of cir-  
 cumstances but extremely so considering the speed we im-  
 posed upon you.

It is a great satisfaction to have received once  
 more such splendid co-operation in my effort to produce  
 the most beautiful magazine in America.

Very truly yours,

Joseph A. Judd Publishing Co., Inc.



President.

JAJ/T

**ISAAC GOLDMANN COMPANY**  
**EIGHTY LAFAYETTE STREET NEW YORK CITY**

*Printers Since Sixteen Seventy Six*

TELEPHONE FRANKLIN 4320

Aug. 10, 1922

# Quarter of a Million Classified Gain!

FROM January 1 to June 30, 1922, the New Orleans States gained the enormous total of 237,968 lines in classified advertising.

The States has not suffered a loss in classified advertising since the week of August 18-24, 1921, nearly a year.

Some weeks the gain amounted to 100% to 250% more than the total amount of classified advertising carried in the same week of the year before.

In local display, the States carried 342,385 more lines during the first half of this year than the same period in 1921.

These gains are impressive evidence of the opinion of local advertisers of the effectiveness of the States. 80% of States circulation is concentrated in New Orleans and immediate trading territory—the real New Orleans market. Least waste; greatest value; highest efficiency.



Adv. Director

## NEW ORLEANS STATES

*Every Afternoon and Sunday Morning*

Established 1879

Representatives: S. C. BECKWITH SPECIAL AGENCY, World Bldg., New York  
JOHN M. BRANHAM COMPANY, Mailers Bldg., Chicago

ROBERT EWING, Publisher

O

The

THE  
the t  
prod  
motic  
by th  
and whi  
tinuo  
son  
unsat  
must  
year.

So,  
Assoc  
Enam  
ing a  
a su  
spring  
sale o  
fort  
comp  
of v  
their  
they  
tentio  
him  
chan  
tively  
seaso

In  
incl  
the sp  
ware  
lieve  
ing t  
bulky  
if po  
keep t  
turers  
show  
demo  
ties o  
fall a  
ments  
terial

Fro  
there  
utensi  
summ  
least

# Overcoming the Seasonal Demand by Creating More Seasons

The Associated Manufacturers of Enamored Ware Show Dealers How to Advertise and Sell That Product throughout the Summer

By James Henle

THE cure for the seasonal demand is more seasons. Just as the two-cylinder automobile engine produced a spasmodic, jerky motion and had to be supplanted by the four-cylinder, six-cylinder and even eight-cylinder motor which gives a smooth, even, continuous drive, sales on a two-season basis are intermittent and unsatisfactory, and more seasons must be added to the business year.

So, at any rate, reasoned the Associated Manufacturers of Enamored Ware which is conducting a successful campaign to add a summer season to the usual spring and fall seasons for the sale of kitchen ware. In this effort some twenty-five to thirty competing manufacturers, many of whom advertise extensively their own brands, have united, and they are concentrating their attention on the dealer, showing him how to advertise and merchandise his enamored ware effectively so as to create this new season.

In the past the dealer has been inclined to rest on his oars after the spring season. The enamored ware manufacturers do not believe there is any reason for doing this. Kitchen utensils are bulky things to keep in stock and, if possible, the dealer ought to keep them moving. The manufacturers' association is trying to show him how to do this by demonstrating to him the possibilities offered by summer and early fall and by giving him advertisements and advertising display material for his use.

From a business point of view there is no question that kitchen utensils can and should be sold in summer, inasmuch as there are at least three good demand possibili-

ties in that season. These are:

1. The summer bride. Many weddings take place in June and that is an ideal time to sell enamored ware either as presents or directly to the bride. Though the campaign is referred to as directed at the June bride, weddings, of course, take place throughout the summer. The unit of sales is larger than at any other time.

2. Preserving and canning begins in the summer and lasts until late in fall.

3. The automobile and country home trade.

In the first instance the manufacturers set out to teach the dealer that he could sell in sets. They emphasized the fact that the unit of sales is large and that he ought to solicit the patronage of the June bride anyway, for she is a customer for practically everything he carries in stock. Furthermore, she is at an impressionable stage and if he captures her trade and sells her good kitchen utensils that give satisfaction, he will win her approval and probably keep her as his customer for life. From this point of view the effort was not a temporary campaign, but one to get good, solid, substantial customers.

## HELPING DEALERS TO SELL TO NEW HOUSEKEEPERS

For this purpose the Associated Manufacturers of Enamored Ware issued a set of proofs of advertisements appealing especially to the June bride. Mats and plates of these advertisements were furnished free of charge to dealers on request. The advertisements showed the dealer what kitchen utensils the June bride ought to buy and featured complete sets of these in enamored ware.

"The Happy Kitchen Makes the Happy Home," read one of the advertisements that got the biggest response from dealers. "Everything for the Newlywed's kitchen in Enamelled Ware, the Clean Ware. If the way to a man's heart is through his stomach, there will be a happy home where the bride fits out her kitchen with our wonderful enamelled ware. Cooking done in enamelled ware is the cooking that pleases. It pleases the housewife, too, because it is so easy to clean."

These advertisements not only attracted the June bride and her friends, but the June bride idea was newsy in itself and appealed to all women. In this way a news slant was successfully added to a staple line of goods where the dealer had heretofore steadfastly refused to see a news slant. Before this a pot had been to him merely a pot to be sold for \$1.69. The manufacturers taught the dealer to sell the results and the uses of the pot, rather than the pot itself.

The second campaign, for the sale of enamelled ware for preserving and canning, contains many of the points of the first. There is a news slant to it; it features selling in sets and the advertisements prepared for the dealer show him what to offer. This helps him be of real service to his customer and enables him to tell her what to buy for preserving. Also, preserving calls for a wide range of kitchen utensils, ranging from big kettles to

little cups and spoons. There is a great deal to talk about, and it is possible to feature a big line.

Another appeal—a strong one—is to the love of food and of what is appetizing. This is used little enough by other than food manufacturers, though it is employed by some, notably by the American Sugar Refining Company in its preserving campaign.

In all the advertisements the appetizing and colorful qualities of fruits are played up, as is the whole preserving idea. This has been carried out in window and counter cards supplied to dealers, and, in addition, a booklet has been issued telling them how to make attractive displays with baskets and dishes of fruit and jars of preserves. At the suggestion, also, of the manufacturers, dealers are staging demonstrations of preserving in their windows and are conducting preserving contests among house-

keepers.

The booklet of advertisements gotten up for dealers stresses the fact that enamelled ware is impervious to the acid in fruits and that it is easy to clean even if the stickiest syrups have been cooked in it. Attractive drawings help to make these and other advertisements of the enamelers stand out.

The third demand possibility—for automobiling and for country homes—has been followed up quite as vigorously. This is a growing demand because of the increasing number of automobiles and of people going away to the country for the summer. Live

## ENAMELED WARE



### Makes Housework Easy At Preserving Time

"Putting up" days in the kitchen should be just as easy as any other days—and with Enamelled Ware they are. All the pots and kettles are just right. And all the accessories—colanders, sterilizers, ladies' spoons and funnels, are handy and serviceable.

There is no heavy, messy scrubbing of pots after long hours of cooking if you use Enamelled Ware. The stickiest syrups and the most acid fruits leave no stains because Enamelled Ware has a smooth, impervious, nonmetallic surface. Only a light flick of the dish rag and the worst part of housekeeping in preserving time is over.

*(List of pieces and prices.)*

AN ADVERTISEMENT FOR THE  
CANNING SEASON



Manufacturers' Building Occupying An Acre of Space  
One of the Beacon Lights That Directs the National Manufacturer to a Responsive Market.

## 250,000 People Visit the State Fair at Syracuse

New York State's investment in grounds and permanent buildings exceeds \$1,500,000. Every September the highly prized blue ribbons attract exhibitors seeking a greater market—a market that offers unlimited opportunities to the aggressive National Advertiser.

Syracuse is the logical year round trading center for the multitudes attending the State Fair. It is the gateway for a buying population exceeding 750,000 people living in Central and Northern New York—a ready market for the alert National Advertiser with a product of merit.

**DEVELOP BUYERS WHERE THERE IS ENORMOUS PURCHASING POWER**  
**Advertise in POST-STANDARD**  
**The Syracuse**

hardware and department stores have already found this automobile trade very valuable, and in this a means has been discovered whereby the housefurnishings department may be linked to the automobile accessories department. This effort has points in common with the previous two; utensils are sold in sets and, therefore, the unit of sales is large. Dealers are told what to sell and also advised that the utensils should be "nested"—that is, they should fit together compactly. The merits of enameled ware—its durability and the fact that it can easily be cleaned under outdoor conditions—are emphasized.

In the case of families going away for the summer there is often reluctance to take along their entire kitchen outfit. The energetic dealer, on the advice of the manufacturers, is meeting this condition by stressing his good service and offering to have a complete new set of kitchen utensils delivered at the country cottage or seashore bungalow.

"If it's and and's were pots and pans"—begins the old saying. There is no dull season for if's and and's, and the manufacturers of enameled ware don't see why there should be one for pots and pans and boilers and kettles.

#### New Advertising Manager for Federal Electric

J. W. Sieverling has been appointed advertising manager of the Federal Electric Company, Chicago manufacturer of electric specialties. He was formerly with Fuller & Smith, Cleveland advertising agency, and more recently has been in charge of the direct-mail literature of S. F. Bowser & Co., Ft. Wayne, Ind., manufacturer of oil and gasoline storage and distributing systems.

#### LaFayette Motors to Move to Milwaukee

The LaFayette Motors Corporation will transfer its operations from Indianapolis to Milwaukee by January 1, 1923, to be closer to the Nash Motors Company, of which it is a financial unit, according to Charles W. Nash, president of the Nash organization. A new LaFayette plant on land adjoining the Milwaukee Nash plant will be constructed immediately.

#### A Lean Pocketbook Makes Styles Lag

For some months, city streets have been full of girls wearing the short dresses they bought when knee length or near it was the fashionable degree of longitude.

A great many of them have been wearing boot silk hose, and very short boots at that. These are comparatively cheap, which is their only reason for being.

Such stockings are exceedingly unattractive when the cotton upper portion shows below the skirt bottom, as it does in very many cases. Yet the wearers seem to insist on silk hose of some sort, and these are the nearest their purses will allow.

Most of the wearers of these hose are "working girls" who buy a cheap grade of stocking. Their insistence on silk around their ankles means that the boot silk type of hose will continue good for medium and cheap trade, whatever skirt lengths do.

The boot may be shortened as the skirt comes lower; but this type is likely to enjoy better favor than the cotton stockings unless skirts come to the shoe tops, which is very unlikely.

It is especially unlikely when one considers the kind of girls mentioned above, who do not follow the style of the minute up to the handle, but lag an hour or two behind through necessity. It is easy to shorten a skirt, but difficult to lengthen it, you know.—*Dry Goods Economist*.

#### "Lusitania" Appeal Puts Direct-Mail Plea Across

The one word, "Lusitania," printed boldly on envelopes addressed to members of Congress, press representatives and others in Washington, recently proved effective in actually placing them before the individuals to whom they were addressed. Inside the envelopes were copies of a brief prepared by attorneys "in the cause of the *Lusitania* disaster with respect to the alien property pledged by Germany to protect the demands of Americans." The attorneys are insisting that sequestered German property be used to help meet the American claims. The single word on the envelopes, acting as key to the contents, saved them from the fate of much of the propaganda that is delivered to the offices of men in political affairs.

#### Florida Newspaper Men Meet Next Week

The second annual meeting of the Associated Dailies of Florida will be held in Orlando on August 14 and 15. On the speakers' list are included Goode M. Guerry, *Palatka News*; W. A. Elliott, *Jacksonville Times-Union*; S. Bobo Dean, *Miami Metropolis*; Harry L. Brown, *Lakeland Telegram*; John R. Sherman, *Antietam Paper Co.*, and C. C. Carr, *St. Petersburg Times*.

Aug. 10, 1922.

## PRINTERS' INK

85



## Here in Uncle Sam's Home-Town

you'll find a good market for "smokes"—if they ARE good smokes. Our folks here have both the inclination and the money to buy.

And with The Star's circulation you can put your product before practically everybody in the National Capital. You need only this ONE paper.

Our Advertising Department will be glad to go into details with you.

# The Evening Star.

WITH SUNDAY MORNING EDITION

**WASHINGTON, D. C.**

*Write us direct or through our*

New York Office  
Dan A. Carroll  
150 Nassau Street

Paris Office  
5 rue Lamartine

Chicago Office  
J. E. Lutz  
Tower Building

# SIX Mighty MILLIONS

of People with the GREATEST Purchasing  
Power of ANY Territory in the WORLD

## Want YOUR Products



The following are conservative, authentic estimates that may be relied upon as approximate populations through Australasia:

### COMMONWEALTH OF AUSTRALIA

States	Cities	
New South Wales	Sydney	765,000
Victoria	Melbourne	674,000
Queensland	Brisbane	160,000
South Australia	Adelaide	200,000
West Australia	Perth	120,000
Tasmania	Hobart	43,000
	Launceston	25,000
<hr/>		
5,011,925		1,987,000

### DOMINION OF NEW ZEALAND

States	Cities	
Dominion	Auckland	120,000
	Wellington	83,000
	Christchurch	84,000
	Dunedin	70,000
	Invercargill	25,000
<hr/>		
1,050,000		382,000

This market is practically untouched by American manufacturers. The way to profit in it is simple if you have the proper selling and advertising guidance on the great island-continent.

---

# Over In Australia You Have a Market with Great Possibilities



AUSTRALIA, an unsuspected Cinderella among the countries of the world, is rich in natural resources and produces all the primary necessities of life, but must import manufactured articles such as America produces.

## Australia's Six Millions Want YOUR Product

American manufacturers will find Australia's Six Mighty Millions a fertile market. The seed is already sown. They recognize the quality of American goods.

Australia is importing liberally from the United Kingdom and the United States, but still holds great possibilities for the American manufacturer who will enter it with the market thoroughly analyzed, and with a sales and advertising plan soundly built by an organization that has a resident knowledge of the country.

This Agency established its Australian branch at Sydney, N.S.W., in 1915. It was the first American Advertising Agency to open an office there. Through direct contact and first-hand knowledge, it is in an enviable position to open the Australian Market for American manufacturers.

We have prepared an interesting booklet—"Advertising and Selling in Australasia," and will gladly send a copy to any firm or business executive who requests one. Address—

### Australian Marketing Service

## Wylie B. Jones Advertising Agency BINGHAMTON, NEW YORK

#### BRANCHES

381 Fourth Avenue  
New York City

Niagara Life Building  
Buffalo, New York

Sydney, N.S.W.  
Australia

---

Aug. 10, 1922

# Who does your printing?

**Charles Francis Press**  
*Printing Crafts Building* • Telephone Longacre 2320  
461 Eighth Avenue, New York City

# Creating a Market to Order in Advance of General Advertising

What the American Blower Company Did When It Discovered a Rich Market for Allied Line

By G. A. Nichols

THE American Blower Company, of Detroit, built up one of the country's largest businesses in the manufacture and installation of ventilating machinery. It was strictly a technical proposition that apparently did not require the usual merchandising methods. The market was mainly with the construction engineers. On getting an order for ventilating apparatus the company's function was to put expert engineers on the job and see just what kind and size of equipment was needed. Then it would manufacture the machinery according to the special specifications and install it.

This was the day-by-day programme in the big Detroit plant. The business expanded until the company now has twenty-four branches in the United States and six in Canada. Yet it is doubtful if, up to a year ago, the average American citizen outside engineering circles ever heard of the American Blower Company or knew what it made.

And then the company got to thinking. It felt satisfied enough with its achievement in attaining pre-eminence in its field. Its selling plan was well organized. Its advertising to the element it served was ample and resultful.

But how about a bigger, broader market—a market into which the engineering installation problem did not enter and for which standard merchandise could be manufactured in quantities?

The company's vision came from a contemplation of the quick prosperity that the age of electricity has brought to retailers. Its investigation showed that more than 15,000 retail dealers in electrical goods, in the face

of serious competition in nearly every instance, are making money selling washing machines, vacuum cleaners, dish washers, electric irons and other appliances that mean so much to modern life.

Then the company encountered startling figures showing that in the United States there are more than 8,000,000 homes and more than 1,000,000 business places wired for electricity—that 1,000,000 were wired during 1921 and that conservative authorities estimated the increase would be at an even larger rate for the next five years.

Another illuminating fact found was that, comparatively speaking, only a handful of dealers in the United States sell standard ventilating equipment of any sort.

## MARKET WIDE OPEN, AND NO TAKERS

A kitchen ventilator in the home—why not? After the company got this idea it made other inquiries that satisfied it that 10 per cent of the homes which now are wired can be equipped with kitchen ventilators. In other words it saw in 800,000 or more homes an immediate retail market offering more than \$64,000,000 in sales.

In the business field the potentialities were found to be even greater, through the growing force of public opinion in insisting upon better ventilation in office, shop, store and factory. Magazines are publishing articles on ventilation. City governments, school boards and labor commissions are practically a unit in insisting upon good air. This field would add \$100,000,000 more business.

The inquiry, pursued further, showed that 75,000 restaurants

Aug. 10, 1922

and 15,000 hotels constituted an immediate market for the first dealer who would show them the relatively low cost of proper ventilation.

The field expanded no matter which way the inquiry turned. Laundries, garages, motion-picture theatres, photo-engraving plants, laboratories, halls, tailor shops, drug stores, dry cleaning establishments, paint shops, banks, billiard rooms—all these and more were found to be good prospects for inexpensive, easily installed ventilating fans from which all worries due to the technical element would be removed.

And then the company declared the market to be practically non-competitive because of the small number of retailers handling that class of goods and that the market forthwith was large enough to give a profitable business to at least 10,000 dealers.

With these facts at its command, it is not strange that the company should decide immediately to enlarge its manufacturing activities to produce standard ventilating equipment. Hence we have with us today the "Sirocco" Ventura fans and Utility Sets which can be purchased in various sizes the same as ordinary electric fans. There has been evolved a kitchen window ventilator that can be sold across the counter and that is advertised to be installed by the man of the house in twenty minutes.

When the manufacturing arrangements were completed so that the ventilators could be pro-

duced in quantities there came about merchandising problems.

It was readily recognized that before any extensive market could be gained there was an idea that had to be sold. It is safe to say that only a fractional percentage of the 800,000 or more potential prospects for kitchen ventilators



### A Complete Unit for Kitchen Ventilation for Only \$52.50

Sold Over the Counter Because  
Men of the House Can Install  
It in 20 Minutes

With a retail price of \$52.50 (cost of the Mississippi river) the "Sirocco" Fan for ventilating kitchens is now within the reach of thousands of prospects—hundreds of whom are located in your city.

Add with its adjustable frame which simplifies installation, the "Sirocco" Fan is easily sold over the counter, once it is demonstrated in the dealer's store.

Demonstration is made easy with a beautiful, animated display stand which is furnished free to every dealer with his first fan.

If you haven't received full information regarding the "Sirocco" Fan for kitchen ventilation, write today for our booklet which describes this complete unit—ready for installation in windows 24 to 34 inches in width.

Here's a fan that increases profits and is quickly sold through the medium of every dealer by the American Blower Company.

Let us tell you how we are helping hundreds of dealers to build up a worth-while business on this fan.

AMERICAN BLOWER COMPANY, DETROIT  
GENERAL OFFICES IN NEW YORK, CHICAGO, WILMINGTON,  
BRANCH OFFICES IN ALL PRINCIPAL CITIES

**"Sirocco" Products**

TRADE MARK  
VENTILATORS • EXHAUSTORS • VENTILATING  
FANS • AIR COOLERS • DRYING,  
FOR HEATING, VENTILATING, DRYING,  
AIR CONDITIONING, MECHANICAL DRAFT

ADVERTISING PICTURES THE VENTILATOR AS A COUNTER-SELLING PROPOSITION

had ever thought of or heard of such a thing in that connection even though they might have seen them above the doors of restaurants, and other places of business.

The first impulse was to hurry into a campaign of general advertising. But this, according to G. C. Polk, manager of the company's standard apparatus division, was regarded as something prejudicial to a really big proposition. It was decided that distribution must come first.

I was fortunate enough, during

These  
"Better  
played."

Ric

Fro  
Richm  
tastefu

At t  
have s

One  
will be  
Other

Rich  
nishi

ANY

THAT  
WILL  
IN RIC

The

data o

We

Now,

THE

OR

STO



These are the two homes in which the "Better Homes" exhibits are being displayed.

## Richmond's "Better Homes" Exhibits have fertilized a market for your product!

From July 30th to August 20th—two newly built homes in Richmond, furnished from cellar to attic with the newest and most tasteful of home furnishings, will be visited by all Richmond.

At the end of the first week 50,000 of Richmond's 200,000 people have seen them!

One furniture dealer said: "If the exhibit stops right now it will be a tremendous success."

Others report many sales as a direct result of the exhibits.

Richmond, Va., is interested in Homes, Furniture, Home Furnishings and Electrical Appliances as never before.

ANY MANUFACTURER OR SELLING ORGANIZATION WITH A PRODUCT THAT EVEN REMOTELY APPROACHES THIS KIND OF A MARKET WILL BE WISE TO GET THE BUSINESS WHICH AWAITS HIM NOW IN RICHMOND.

The Dispatch Papers' Service Department will gladly assist with data or surveys regarding any phase of your selling problems.

WE HAVE FERTILIZED THE RICHMOND MARKET—YOU CAN SOW NOW, WITH A RICH HARVEST IN SIGHT.

**Richmond, Va.**

**Use The Dispatch Papers (M&E)**

# The Dispatch Papers

**THE TIMES-DISPATCH**

**THE EVENING DISPATCH**

**Offices: The Times-Dispatch Building, Richmond, Va.**

**STORY, BROOKS & FINLEY—New York—Philadelphia—Chicago**



## *A successful approach to millions of buyers*

Intimate display on the dealer's counter or show case is a selling approach of inestimable value.

Such display can be secured by the manufacturer who packs his product in an attractive display container.

The Brooks Display Container (Patented) is particularly efficient. It is built for service. Its purpose and design are obvious. Its base is firm and level, while the contents are held at the best display angle.

*Let us design a Brooks Display Container for your product.*

BROOKS BANK NOTE CO.  
Springfield, Mass.

New York

Philadelphia

Boston

# **BROOKS DISPLAY CONTAINER**

*Lithographed Folding Boxes—Labels—Window Display Advertising*

a visit to the American Blower Company's Detroit plant, to get a close-up view of how the difficult process of distribution is being rapidly consummated—difficult because of the absence of consumer demand. The process may well be called a market in the making. The company is proceeding methodically. As soon as a dealer is sold the gain is consolidated through the use of local newspaper and direct-mail advertising, thus preparing the way for the big general advertising campaign that is to start next January.

The initial campaign to get distribution was directed against the States which had the largest number of wired homes and business houses in proportion to population. What amounted to the establishment of salesmen's quotas was brought about by subdividing these States into so-called marketing centres, being the leading towns in which the company had a right to aspire to have at least one dealer. To prepare the way for the salesmen a business-paper campaign was run. While the salesmen were concentrating on a certain district the company kept hammering away with frequent direct-by-mail broadsides, the purpose of which was to get over the big idea of the multiplied profits that would come to the dealer from taking on the new standard Sirocco fan. The business-paper advertising was confined largely to the fan itself. The broadsides were directed exclusively to getting requests for the company's book entitled "Electric Ventilation" which outlined the entire merchandising plan.

**DEALERS ARE SHOWN THEY CANNOT LOSE**

The big feature of the plan is in the provision it makes for sufficient turnover. The dealer is told he can turn his stock of Sirocco ventilating equipment every thirty days or oftener. He is encouraged to go after two classes of trade—that of selling fans for the kitchen ventilation that can be installed by anybody,

and also that of special installations which can be made with standard equipment and out of which the dealer can make a profit on the sale and the work.

Instead of putting in a large stock, all the dealer needs do is buy a small Sirocco fan for the ventilation of house kitchens. Then he is supplied without cost a colored animated fixture for window or store display. On this the fan can be mounted and put into operation. The display identifies the store as headquarters for Sirocco ventilating equipment and is a valuable aid in making sales. If the dealer wishes to have some fans in stock he can do so, but it is possible for him to conduct his business along this line in a fairly satisfactory way simply by ordering fans to fill the sales he makes from his sample.

The dealer then selects prospects in his territory who he thinks should have ventilating fans. The price being regarded as within the reach of practically every modern home owner and business man, the dealer is encouraged to go after at least one-tenth of all the people in his territory. This he does through the use of letters and other direct-mail matter supplied by the company and through local newspaper space.

The selling plan the company is recommending to its dealers, through which it expects to gain national distribution by the time the general advertising starts, is really a highly specialized mail-order effort. It supplies the dealers with an elaborate collection of direct-mail literature. Included in this is a series of letter folders, representing an effective combination of letters and broadsides. And then there is a series of follow-up letters to be sent to homes, offices, restaurants, hotels, garages, stores, factories and theatres. The letters are designed to sell the Sirocco ventilating idea—something that needs to be done, because as yet there is no general advertising.

The dealers are advised to follow up the letters with personal

Aug. 10, 1922

work. Any reply from a letter is regarded as demanding an immediate personal call from the dealer or one of his representatives. And it is declared to be better if the whole list can be followed up personally after being circularized. This is a selling principle that is now generally recognized by distributors of electrical appliances. The old idea of planning the advertising on the basis that people can be induced to come to a store and buy goods of this kind is fast giving way to the principle of going out after the business in person.

It seems that the proposition of selling still is influenced more or less by the old-time method of physically taking the merchandise to the people. Human nature being eternally the same, the canvasser in certain lines today finds his work resultful as did the retailer of a nearly forgotten age who used to carry his "store" around on his head.

### The Publisher's Right to Refuse Advertisements

GILBERT H. MONTAGUE  
COUNSELLOR AT LAW  
NEW YORK, Aug. 2, 1922

*Editor of PRINTERS' INK:*

Everything you say in your issue of June 22 in the article entitled "A Publication Not a Common Carrier" is entirely true, but to avoid misapprehension on the part of your readers, you might have added that the publisher's right to refuse to publish any advertisements may be lost if, pursuant to some arrangement between the publisher and any of his old advertisers, the publisher really acts upon the suggestion or request of some of his advertisers in excluding the advertisement which is offered for publication.

This is another illustration of the familiar rule that the right to "refuse to sell," or "refuse to work," or "refuse to deal," may be lost if it is exercised pursuant to some arrangement with third parties which in law amounts to a "conspiracy."

Several proceedings have been commenced by the Federal Trade Commission against advertisers who have exerted pressure on publishers to induce the latter to exclude advertisements offered by other advertisers, and this qualification on the right to refuse an advertisement should always be kept in mind.

GILBERT H. MONTAGUE

Walter J. Hanlon, recently with *True Story Magazine*, has joined the advertising staff of the New York *Herald*.

### "Silvore" Name to Be Changed

In an advertisement addressed to the trade, the Seymour Manufacturing Company of Seymour, Conn., announces that it will change the name of its product "Silvore." It publishes the following letter, which it has received:

"As representatives of a number of jewelry trade organizations actively working in the interest of the good of our industry, we desire to express our sincere appreciation of your voluntary decision to discontinue the use of the name 'Silvore' which you had adopted for a certain metal that you produce. You advise us that after careful investigation, you are convinced the majority of the sentiments of the jewelry and silverware trades were apprehensive that this term 'Silvore' might be used by unscrupulous dealers for misleading purposes, and this action on your part to change such a name helps to establish a precedent which should be of great assistance to us in our desire to protect the public against possible deception in the sale of jewelry and silverplated ware.

"Therefore, it is the earnest desire of the undersigned and the associations which they represent, that the motives and spirit which prompted so fine an action by your Company be thoroughly known and appreciated by the trade as a whole and by the public it serves.

Yours very truly,  
JEWELERS' VIGILANCE COMMITTEE, INC.  
HARRY C. LARTER,  
*Chairman.*

GOOD AND WELFARE COMMITTEE  
NATIONAL JEWELERS BOARD OF TRADE  
P. J. COFFEY,  
*Chairman.*

STERLING SILVERWARE MANUFACTURERS'  
ASSOCIATION  
CHARLES W. HARMAN,  
*President.*"

### Advertising Agent Killed by Poisoned Pie

Jacob Pfeffer, head of a Jewish advertising agency bearing his name in New York, died on July 31, one of the victims of poisoned pie sold by a New York restaurant. Mr. Pfeffer was 48 years old. He established an advertising agency four years ago after many years of editorial work for a number of Jewish publications. He was of much prominence in Jewish journalism in this country and abroad. He was also prominent in Jewish organization work, being the founder of the Har Moriah Hospital in New York, and head of the Federation of Galician Jews.

The advertising agency which he established will be continued by his daughter, Pauline Pfeffer.

### Texas Gulf Sulphur Account with Hanff-Metzger

The Hanff-Metzger Company, Inc., New York advertising agency, has been chosen by the Texas Gulf Sulphur Company, Inc., to direct its advertising.



*Aug*

# 10,646 TOWNS

The Economist Group with its five publications covers 10,646 towns, 10,514 of them in the United States. That may mean a lot of towns to you, or it may not.

The 1920 United States Census lists only 68 towns of over 100,000 population, only 1467 of over 5,000 and only a total of 2788 of over 2500.

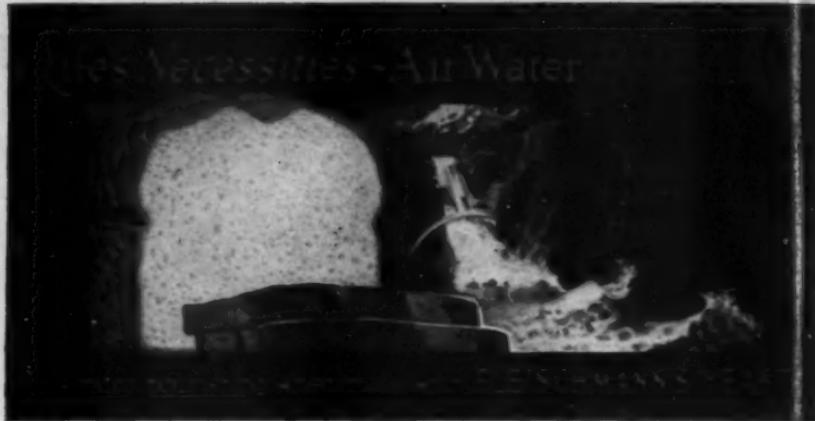
If the Economist group does not blanket the dry goods distribution of the United States, then please tell us what *does*.

In 35,000 stores, in those 10,646 towns, 40,000 copies of the Economist Group publications are regularly and carefully studied by an audience whose sales total more than 75% of all the dry goods apparel and allied lines sold in America.

Economist Group advertising can be the most powerful single factor in influencing their selection of your merchandise and in putting their goodwill and selling enthusiasm back of it.

*The Economist Group*  
239 West 39th Street  
New York City

Aug. 10, 1922



**D**URING the past two years The Fleischmanns have created a national appreciation of the health and economy of bread.

Real food placed before you is the most effect of all food reproduced in its *actual size*—not awayersize of a card, with its unlimited color opportunity places millions of people every hour, day after day.

An interesting incident to the Fleischmann campaign Advertising evidenced by the bakers themselves. Hundreds of coast now advertise their own Breads in the street Cars.

## STREET RAILWAY ADVERTISING

*Central Office*  
Borland Bldg., Chicago

*Home Office*  
Candler Bldg., N. Y.



PRINTED BY NEWELL



have used Street Cars exclusively to awaken  
an economy in eating more Bread.

feet of all appeals. Next in effectiveness is that  
way size or undersize. Properly used, the Car  
will places the "real food" before the eyes of  
day continuous educational influence.

campaign is the confidence in Street Car  
men. Hundreds of local bakers from coast to  
coast, on long-time contracts.

## DAY ADVERTISING CO.

Home  
Office  
New  
York,  
N. Y.

Western Office  
Monadnock Bldg., San Francisco

## Health Through Simple Foods

Bread is the most nourishing  
of all foods. For your  
children. For yourself.

Aug. 10, 1922

# Advertise to Live Families in



**M**ORE than 60,000 families welcome "Child Life" every month—live, growing, spending families with children in them. Not a day passes but what they purchase or consider the purchase of some articles needed in the care of their youngsters. They appreciate and select the best, especially when the children are concerned.

Talk to the mothers of such families by advertising in "Child Life." The mother is the one who does the buying. You get her attention in the happiest possible way by advertising in "Child Life." She is sensitively attune to the needs of her little ones when she is reading to them out of the wealth of rhyme and story in "Child Life." Advertise in "Child Life" all that is needed in the care and education of children—clothing, toilet goods, nursery furniture and books and toys.

Write today for rates, detailed information and a copy of "Child Life" to look over.

*Published by*

RAND McNALLY & COMPANY  
536 S. Clark Street, Chicago

*Largest Publishers of Books for Children*




---

Mothers who *select* read  
"CHILD LIFE" to their Children

---



Au  
A

Everyb

UND  
At  
ciation  
out the

"The  
tion of  
way),  
advertis  
perts,  
tising  
conduct  
coming  
Central  
tember

"App  
by the  
the Gre  
to do  
by the  
licity f  
man.  
advertis  
regular  
ness m

"Any  
ing and  
permitt  
if desir  
and sup  
they en  
tising i  
such.

"All  
of the  
tion b  
A. M.  
prompt  
tracts.

"No  
represe  
licity c  
for thi  
layouts

"In  
it is  
worked  
line w  
be suffi  
be nec  
be wr  
is of  
ideas i  
ly wha

"No  
and pri  
District  
bile S  
phasis  
that a  
sired  
cover  
the pa

"Un  
will c  
and s  
as wi  
a fun

# Automobile Merchants of New York Ask for Free Advertising Idea

Everybody Can Go to Work; Only One Can Win; Jack-Pot Goes to Committee

UNDER date of August 5, the Automobile Merchants Association of New York is sending out the following notice:

"The Automobile Merchants Association of New York City, (1845 Broadway), are desirous of receiving from advertising agencies and publicity experts, suggestions relating to the advertising and publicity campaigns to be conducted in connection with the forthcoming Closed Car Show at the Grand Central Palace September 23rd to September 30th inclusive.

"Approximately \$20,000 will be spent by the Association in advertising under the Group Plan, (this having nothing to do with individual advertising run by the various dealers), and the publicity fee to be paid to the publicity man selected for this work will be \$1,000. The only compensation to the advertising agency selected will be the regular commission on the \$20,000 business mentioned.

"Any concern having both Advertising and Publicity Departments will be permitted to compete for both contracts if desirable. In this event, the layouts and suggestions offered should state that they embody both publicity and advertising ideas and should be construed as such.

"All layouts should be in the hands of the Automobile Merchants Association by Wednesday, August 16th, 11 A. M. The Show Committee will meet promptly thereafter and award the contracts.

"No opportunity will be afforded a representative of any agency or publicity concern to appear personally, and for this reason it is requested that the layouts be full and complete.

"In preparing the advertising layout it is not necessary that the copy be worked up in complete form, as an outline with a suggestion of the text will be sufficient. Furthermore, it will not be necessary that the publicity stories be written out in full, as the writing is of secondary importance. Publicity ideas for special treatment are primarily what are wanted.

"No doubt all advertising agencies and publicity men in the Metropolitan District are familiar with the Automobile Shows of the past and special emphasis is placed upon the proposition that something new and novel is desired rather than the hackneyed and conventional copy that has been used in the past.

"Under the heading of advertising will come newspaper display, posters and such other forms of advertising as will be practical in connection with a function of this kind. The publicity,

of course, will have largely to do with newspaper and periodical stories for use by the daily press and other publications.

"The Association reserves the right to use any ideas presented by any one, in the event they are not selected in the competition, primarily because many concerns will, no doubt, suggest ideas that have already occurred to the Committee.

"Trusting that we have your cooperation in the foregoing, beg to remain."

This letter, which is signed by H. W. Gaston, vice-chairman of the Show Committee, recalls to mind James Montgomery Flagg's famous rejoinder to a similar request which he received from an automobile concern a few years ago. The company asked him, in common with a number of other artists, to submit designs. The company magnanimously offered to buy the best design submitted, at some stated price, on condition that all drawings entered in the contest would remain the property of the advertiser. To this proposition Mr. Flagg replied somewhat in this fashion: "I am planning on buying an automobile. I am asking a number of manufacturers to send me one of their cars. I will compare them very carefully and will pay for the one that I like best. It is understood, however, that all cars submitted will remain my property."

"Advertising agencies" and "publicity experts" to whom Mr. Gaston's amazing notice is addressed, might with perfect justice make the same sort of a reply to the Automobile Merchants' Association of New York. The members of the eminent "Show Committee" would be highly indignant if they were asked by a group of business men to submit automobiles in a contest with the understanding that "the group reserves the right to use any cars presented by any one, in the event they are not selected in the competition, primarily because many concerns

will, no doubt, send cars such as are already owned by the group."

To such a preposterous proposition, Mr. Gaston would very likely reply that an automobile is property. It represents a considerable investment, and that no one but a crazy man would hand it over to another person saying "If you like this, pay for it. If you don't like it, keep it anyway."

Well, we want the Automobile Merchants Association of New York to realize that good advertising ideas are just as valuable as automobiles. Ideas are the basis of all business success. Many businesses in this country worth millions are reared on nothing more than a sound idea. Ideas of this kind should be well paid for. Ideas do not come out of thin air. They represent time and thought and education and work—all of which costs money. To make layouts and designs and to outline copy requires a capital investment which certainly should be paid for by those retaining those layouts, designs and copy, whether or not they use them.

Thank the stars that successful advertising agencies and artists have long passed the stage where they find it necessary to peddle their ideas for the few pennies that benevolent advertisers may be inclined to give for them. We do not believe the Automobile Merchants Association will find agencies stumbling over themselves to get into this contest. Better luck may be had with the "publicity experts," however, for the reason that they are offered a better proposition. It is a sad commentary on the committee's appreciation of advertising that it is willing to pay its publicity man more than three times what the agency that handles the advertising will get.

#### A. M. Minnick Joins Publishers' Representative Firm

A. M. Minnick, who has been in the advertising agency field in Cleveland for more than two years, has acquired an interest in the firm of Paul W. & Guy F. Minnick, publishers' representatives, New York. The firm name will remain the same, Guy F. Minnick retaining an interest in the business.

#### Earle Pearson Advanced

Earle Pearson has been made director of the advertising development division—(educational department)—of the Associated Advertising Clubs of the World. He succeeds J. A. Hall, whose title was educational director, editor and business manager, of "Associated Advertising" and whose resignation was reported in PRINTERS' INK of August 3.

Mr. Pearson has for some time been identified with the Associated Advertising Clubs. Since August 1920 he has been Eastern manager of "Associated Advertising." Prior to that time he was secretary of the New York Advertising Club for two years. He has since served the New York Club as a member or chairman of various committees and chiefly the speakers' committee. Before coming to the New York club Mr. Pearson was advertising manager of the Redpath Chautauqua, Kansas City, Mo.

#### Heads Catholic Press Association

F. W. Harvey, Jr., general manager of *Extension*, was elected president of the National Catholic Press Association at the annual meeting of the association recently held in Cleveland. Other officers elected at this meeting are:

Rev. Charles J. Mullaly, S. J., New York, editor of *The Messenger of the Sacred Heart*, vice-president; William A. McKeary of the *Catholic Universe* of Cleveland, secretary, and L. G. Way of the *Catholic Bulletin*, also of Cleveland, treasurer.

Directors elected were: Dr. Thomas P. Hart, Cincinnati, editor of the *Telegraph*; Msgr. Noll, Huntington, Ind., and Mrs. Elizabeth Mehan, Milwaukee, editor of the *Catholic Herald* and the *Women's Catholic Forester*.

#### Change in Service Department of Franklin Company

William C. Small, in charge of the technical service division of the service department of the Franklin Automobile Company Syracuse, N. Y., has resigned and now is service manager for C. G. Heck, Franklin dealer at Philadelphia. Mr. Small was with the Franklin company for almost thirteen years, during five years of which he acted as Pacific Coast engineer. His position, at the Franklin factory will be taken over by L. R. Hodge, formerly service manager for the Franklin dealership at Cleveland, O.

#### George B. Creveling with "The Medical Times"

George B. Creveling, for many years advertising manager of the *Medical Record*, has been elected secretary of The Medical Times Publishing Company, New York, and advertising manager of *The Medical Times* and *The Practical Druggist*.

Aug.

E

This  
AM  
builThe V  
370 S

# Export Orders of \$200,000

This export manufacturer gives credit to the AMERICAN EXPORTER for its assistance in building up a successful foreign business.

**UNITED STATES HOFFMAN MACHINERY CO.**  
INCORPORATED

EXPORT DEPARTMENT  
105 FOURTH AVENUE  
NEW YORK

CLOTHES PRESSING MACHINERY  
SAFETY STEAM

MAIN OFFICE, NEW YORK CITY

BRANCHES  
BOSTON  
PHILADELPHIA  
BALTIMORE  
CHARLOTTE  
NEW ORLEANS  
MEMPHIS  
ATLANTA  
SAN FRANCISCO  
LOS ANGELES  
CHICAGO  
DETROIT  
ST. LOUIS  
NEW YORK  
SYRACUSE  
CLEVELAND  
BIRMINGHAM  
TULSA  
OKLAHOMA CITY  
KANSAS CITY  
OMAHA  
DENVER  
SEATTLE  
PORTLAND  
MONTREAL  
QUEBEC  
VANCOUVER  
SYDNEY  
MELBOURNE  
ADELAIDE  
CANBERRA  
SYDNEY  
MELBOURNE  
ADELAIDE  
CANBERRA

AGENTS AND  
SALES OFFICES  
SYRACUSE - NEW YORK  
CINCINNATI  
A. S. U. SALES AND EXPORTS

April 5th, 1922.

American Exporter,  
370 Seventh Avenue,  
N.Y.C.

Gentlemen:-

In answer to your request for information regarding the results we have obtained from our advertisements in the various editions of the American Exporter, it is difficult for us to give any exact figures.

We may say that we have received a large number of enquiries from these advertisements, many orders have been established, as a result of them a number of valuable connections in foreign countries.

We would estimate the amount of business done either directly or indirectly, as a result of all this, during the year of 1921, as amounting to about \$200,000.

Very truly yours,

UNITED STATES HOFFMAN MACHINERY CORPORATION.  
*E. Couperard*  
Export Manager

EC/NPM

It would pay you to advertise in the

# AMERICAN EXPORTER

The World's Largest Export Journal—Now in Its Forty-sixth Year  
370 SEVENTH AVENUE NEW YORK

# SANITAPE

## *The Non-refillable Package*

THE more money you spend to sell a good product, the more valuable you make your trade mark or your name.

Likewise, the greater temptation you place before the counterfeiter of packages, labels and trade marks who does not even hesitate to make and sell tablets embossed with your name or brand.

Proprietary Drug houses are annually losing hundreds of thousands of dollars in sales by unscrupulous substitution of this sort.

### *There is one absolute safeguard against this practice*

The brand stealer cannot fake the sanitape package. Every sanitape machine is in the hands of concerns whose reputation is beyond question and for their and our mutual protection we know exactly what each machine is packing.

**IVERS-LEE COMPANY**  
Newark - - - - New Jersey

---

---

---

# Talking over the Shoulder of a Convention to Sell Watches

In Houston, Tex., Locomotive Men's Convention Is Turned into an Opportunity to Increase Watch Sales

**WELCOME**, Visiting Members of the Brotherhood of Locomotive Firemen and Enginemen! Visit the Busy Bee! Great Bargains Await You!"

This is a fair paraphrase of the best results obtained from mental efforts to make capital in an advertising way of a convention within the gates of an American city. Of its value as copy nothing need be said.

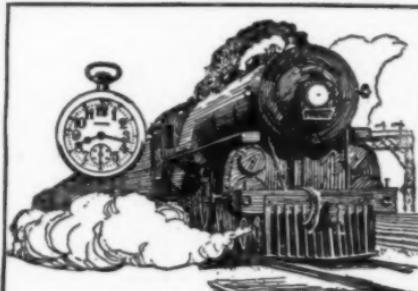
A Texas city, Houston, put more than the usual amount of mental effort into this question of using a convention as an advertising asset. It has been well paid for its efforts and has discovered a worthwhile idea that has in it much that is of value to national and sectional advertisers of many different products.

The first indication of the Houston method of turning a convention into an advertising asset was seen in the advertising columns of a newspaper of that city, the *Post*, a short time ago.

It happened that the Brotherhood of Locomotive Firemen and Engineers was holding its annual convention in Houston. Watches and railroad locomotive men are coupled in people's minds as naturally as a paperhanger and paste. Why not tell the railroad men about watches in advertising copy? Theoretically a good idea—so far. But it was carried

further. The Houston idea was to use the convention as an occasion to tell the people of Houston about watches over the shoulder of the railroad men.

A goodly number of national



## In the Engine Cab of America's Fastest Trains

You will find the Houston Watch, "The Railroad Timekeeper of America," in every engine cab and in every pocket of railroad men.

Are you worrying about a slightly larger pocket watch? Then you may wonder why any dealer who sells you a Hamilton Watch is likely to offer you a choice of models.

When you buy a Hamilton you buy quality. You buy a Hamilton because it is a product of the world's greatest watchmaking plant.

For free inspection service, the most popular service on American railroads, write to the Hamilton Watch Company, 200.

Write today for the Houston Watch Book, the "Timemaster." In it you will find the history and description of the Houston Watch, and other information, including at \$10 (Canada \$12) for non-members, and up to the Houston Member price at \$8.

An experienced distributor of the Houston Watch will be glad to show you the various models and suggest colors for the momentous.

# Hamilton Watch

"The Railroad Timekeeper of America"

THE HAMILTON WATCH COMPANY

DEPARTMENT "A"  
LANCASTER, PENNA., U.S.A.

AN ADVERTISEMENT IN HOUSTON DURING CONVENTION WEEK

advertisers engaged in the manufacture of watches and trimmings that go with a watch took advantage of this idea. These national advertisers were the Waltham Watch Company, Illinois Watch Co., Simmons Chain Co., Elgin Watch Co., E. Howard Watch Works, Keystone Watch Case Co., Dueber-Hampden Watch Co.,

Aug. 10, 1922

and the Hamilton Watch Co. It can be easily imagined that Houston read an eyeful on watches during the convention. Copy that told what qualities a railroad man demanded in a watch, and how a particular watch manufacturer met such demands sold not only railroad men who had come from Canada or California and way-stations, but sold chiefly the people of Houston. There are letters from jewelers of Houston attesting to the fact that they had increases in watch sales during the month in which the convention occurred ranging from 22 to 45 per cent over sales in the same month in 1921. One Houston jeweler wrote: "There is no doubt in the writer's mind that this campaign created a sort of a 'Talk Watches,' in general, as we traded in quite a few old watches, which had been worn for years by the customers, and we feel these sales were made through the consistent advertising during the Brotherhood of Locomotive Firemen and Engineers Convention. We have found it necessary to increase our stock of railroad watches to nearly double what we usually carry."

Examples of the applicability of this plan to other conventions can be readily conceived. For example: Advertisers of dentifrices could tell their story with fresh impetus over the shoulder of the dentist when there is a local convention in session. Other possibilities, such as advertising shears or thread when dressmakers or tailors are in session, can be brought forward.

It seems certain that this Houston idea of utilizing the convention as an advertising asset has in it the elements of value which will cause it to spread to other cities and to be used in varied applications.

### Chicago Agency Has Droll Patents Account

Henke, Inc., Chicago advertising agency, has secured the advertising account of the Droll Patents Corporation, Chicago manufacturer of mattress machinery. Direct mail advertising will be used for this account for the present.

### Flexible Space for Dealer Names

**JOHN LUCAS & CO., INC.**  
PAINT AND VARNISH MAKERS

Philadelphia, Aug. 3, 1922.

*Editor of PRINTERS' INK:*

In some of the recent issues of PRINTERS' INK, considerable reference has been made to the difficulty in getting dealers to use plates for newspaper advertising.

I refer particularly to the article in the July 27 number by Paul Sartorous under the heading, "Dealer Advertisements That Get Used." We formerly had a lot of difficulty in getting dealers to use the plates that we had prepared for them, due to the fact that the place for the insertion of the dealer's name wasn't sufficiently large to make it interesting to him.

Personally, I think the dealer is perfectly justified in his attitude and I know if I were a dealer and received a plate for advertising paid for by me that did not give sufficient room for the kind of publicity that I would like to have for myself, I certainly wouldn't use it either.

We have entirely overcome the objection to plates for these reasons by the method we are following at the present time. We confine our plates to those of moderate size single, double and triple column and that in each case underneath the plate appears the phrase, "Lucas Paints and Varnishes, Purposefully Made for Every Purpose." This plate is separate from the remainder of the plate and allows the dealer to insert his name, address, business, telephone number, etc., just as he chooses. When sending the plates out in case they are both single and double columns to go to any one account, we send only one single and one double column tail piece, which the newspaper uses for each advertisement according to size. We instruct the paper then to permit the dealer to insert whatever he wishes beneath our ad and we have found practically no cases where the dealer took advantage of our liberality and made other than proper use of the privilege.

I thought you might be interested in setting forth before your readers one method that has proved to be so satisfactory to all concerned.

**JOHN LUCAS & COMPANY, INC.**  
Roy C. Sheeler,  
*Advertising Manager.*

### New Hampshire Prepares to Advertise Itself

The expenditure of a fund of \$100,000 to broadcast the attractions of New Hampshire in newspaper space was voted at a recent convention of chambers of commerce and boards of trade held at Portsmouth, N. H. State taxation and railroad consolidation also were discussed.

In making this move, the State of New Hampshire is following the example of Maine, which this year for the first time as a State advertised its summer features.





# In Rochester it's 1 out of 5

In Rochester, N. Y., there are 5054 business enterprises—users of building and manufacturing materials, factory, store, office and transportation equipment, and specialized services of all kinds.

And in Rochester, BUSINESS—full of interesting business-building ideas—goes to an executive in *one out of five* of these organizations, reaching some one with buying power in most of the better concerns.

## Rochester is Typical

BUSINESS, circulating 160,000 copies monthly, covers the United States and Canada in direct proportion to the number of business enterprises. It reaches one or more executives in the largest and strongest companies—in other words, the cream of the market.

Hand-picked circulation, strong editorial appeal and a remarkably low rate make BUSINESS an attractive medium for national advertisers.

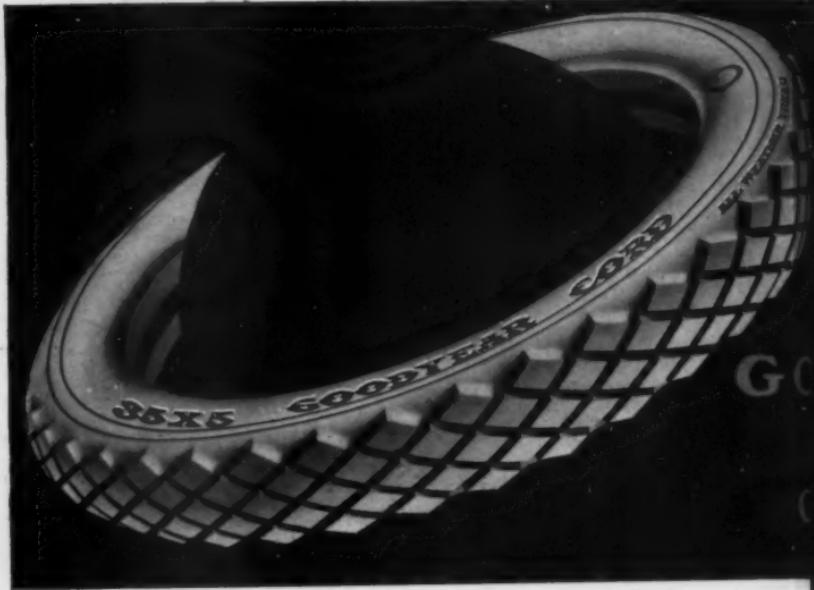
We'll be glad to tell you the complete story.

# BUSINESS

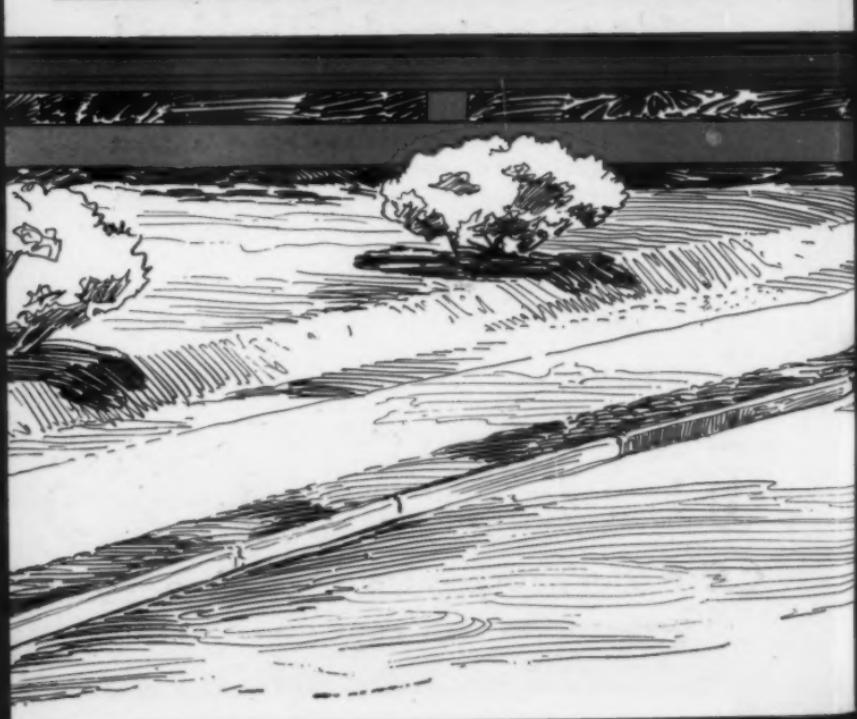
*The Burroughs Publications*

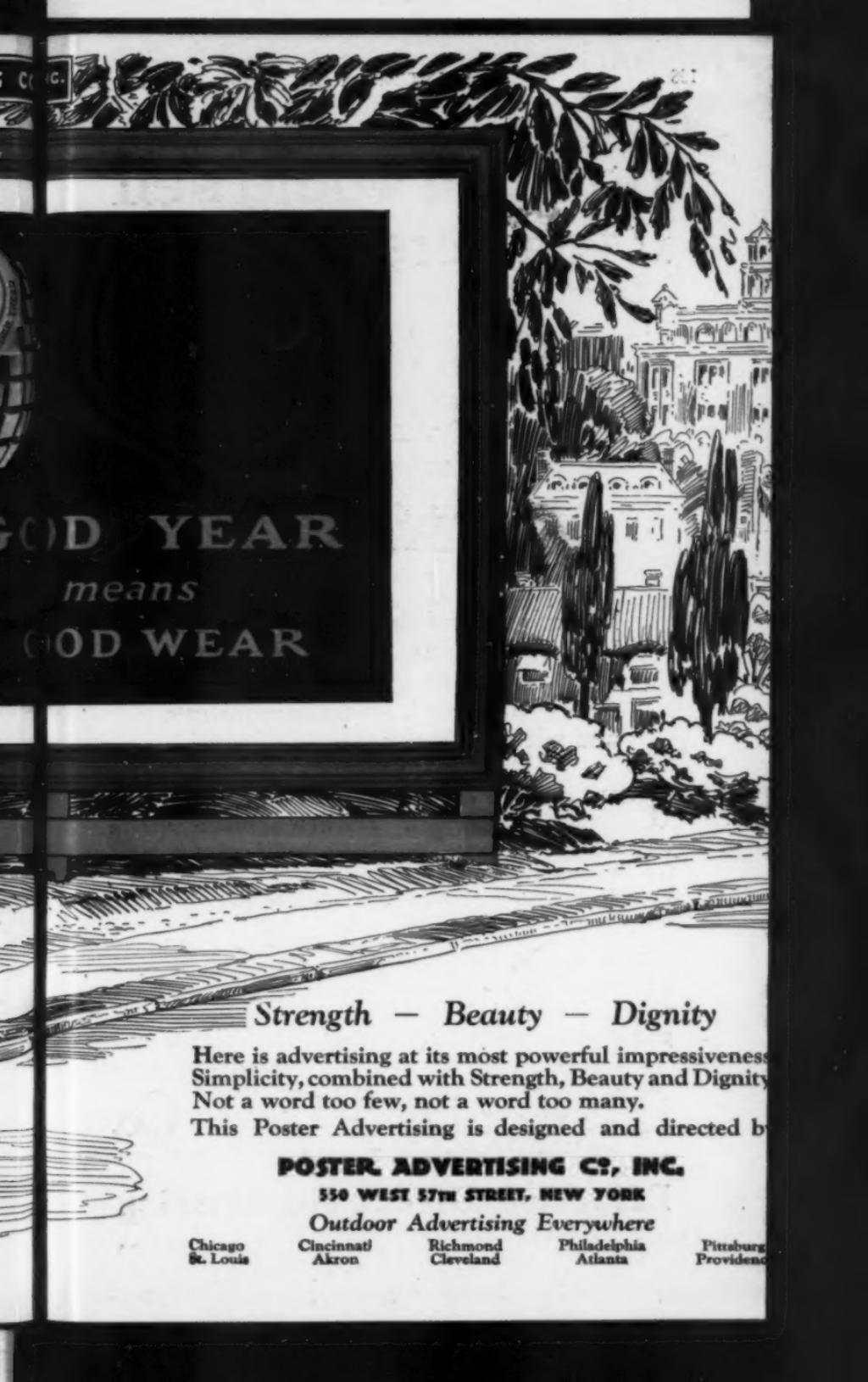
Published by the Burroughs Adding Machine Company, Detroit, Michigan

POSTER ADVERTISING CO.



GOD  
me  
GOD





**GOD YEAR**  
*means*  
**GOD WEAR**

**Strength — Beauty — Dignity**

Here is advertising at its most powerful impressiveness.  
Simplicity, combined with Strength, Beauty and Dignity.  
Not a word too few, not a word too many.

This Poster Advertising is designed and directed by

**POSTER ADVERTISING CO., INC.**

550 WEST 57TH STREET, NEW YORK

Outdoor Advertising Everywhere

Chicago  
St. Louis

Cincinnati  
Akron

Richmond  
Cleveland

Philadelphia  
Atlanta

Pittsburg  
Providence

# How *You* would sell if you were a retailer



If you only had the chance to stand behind the counter in a few retail stores you could quickly show those dealers of yours how to demonstrate and sell your goods.

**Y**OU know the strong points of your product, its clear-through quality, its fine workmanship. But do your retail dealers also know these things?

**Q** How to pass on to retail dealers and salesmen your knowledge of your goods and your enthusi-

asm for them, is discussed briefly in a comprehensive book that surveys, as well, many other problems of selling and distributing.

**Q** It is called *Promoting Sales*, and a copy will be sent to any executive who makes the request on his business letter-head.

**The Corday & Gross Co.**  
Cleveland  
**Effective Direct Advertising**



Suc

Prosper  
H

If ter  
voicin  
have  
ment  
greate  
produ  
nation  
broadca  
that p  
perity

Und  
that h  
establis  
buying  
good,  
busines  
paved  
manuf  
state  
the m  
sive o  
the de  
genera  
prosper  
perity  
ample  
will g  
the ne  
the ki

Dur  
Hupp  
Detroit  
its pr  
page a  
list o  
"Sales  
High  
Year."  
the fir  
"The  
tively  
cated  
that t  
Hump

The  
Hump  
o' co  
points

Aug. 14

# Successful Manufacturers Find Way to Advertise Prosperity

Prosperity Is Not a State of Mind When Big Advertisers Can Tell How Their Business Is Increasing This Year Compared with Last

By James True

If the various organized attempts to overcome suggestions of business depression by voicing a fine spirit of optimism have accomplished any improvement in conditions, how much greater will be the good results produced by the small army of national advertisers who are broadcasting statements of fact that prove their individual prosperity!

Undoubtedly, the associations that have sponsored campaigns to establish confidence and accelerate buying have accomplished much good, and, by advertising why business should be good, they have paved the way for individual manufacturers and retailers to state why business is good with the most convincing and conclusive of all arguments—facts. Of the definite, though unorganized, general attempt to create a greater prosperity by advertising the prosperity that exists, only a few examples can be presented; but they will give an idea of the effort of the others, and will demonstrate the need of more advertising of the kind.

During the last few months, the Hupp Motor Car Corporation, of Detroit, has consistently exploited its present prosperity. A recent page advertisement, published in a list of magazines, is headed, "Sales Mounting Higher and Higher in Greatest Hupmobile Year." Regarding the business of the first quarter, the text explains, "The completed sales figures positively clinch the conclusion indicated by the first two months—that this is the greatest year in Hupmobile history."

The copy then tells why the Hupmobile is being bought and, of course, emphasizes the selling points of the car; but it strikes

the prosperity note again with a paragraph in bold type with the separate heading, "How Hupmobile Sales Are Sweeping Upward." This paragraph states that, "Without a single exception, Hupmobile distributors have increased their requirements for this year over one hundred per cent over last year. The total increase in the Hupmobile business for the first quarter of 1922 was 172 per cent over the first quarter of 1921." It also states the increases in purchases for the quarter by distributors in twenty-four cities, and these range from 35 to 275 per cent.

## GARLAND STOVE MAKERS PROVE PROSPERITY

Less definite, but just as significant, are the recent advertisements of The Michigan Stove Company. "More than 4,000,000 Homes Know and Use Garland Products," a widely published full page announces, and the copy following that heading, while it is general in its claims, creates a decided impression of the prosperity of the company. Another recent page advertisement carries this paragraph:

"For over fifty years, Garland has been famous for its superior cooking, baking and heating. Today more than four million American homes, and 80 per cent of the up-to-date hotels, restaurants, institutions and clubs are using Garland Stoves and Ranges."

Supplementing the general advertising of this kind, in its direct material the company is quoting from a newspaper announcement this statement: "The Garland business for the first four months of the year, as compared with 1921, shows an increase in pay roll

Aug. 10, 1922

of 86 per cent, an increase in unit shipments of 135 per cent, and an increase of iron tonnage melted of 410 per cent."

Francis Palms, first vice-president of The Michigan Stove Company, recently stated that last April was the largest month the company has had in its slightly more than fifty years of existence, and that May showed just as gratifying results.

If further proof that the old adage, "Success breeds success," is true, no matter how trite it may seem, the Remington Typewriter Company has undoubtedly increased the demand for its "Portable," besides adding to the general impression of good business, by the extensive publication of these and similar paragraphs:

"One year ago last November, the Remington Portable Typewriter appeared on the market and, ever since, the demand has been greater than we could supply.

"Unusual—in these times—but there's a good reason."

The copy then extols the fine points of the machine; but its main appeal is one of individual prosperity. "The returns have been excellent," reports A. C. Reiley, advertising manager of the company. "In following the maxim that 'Nothing succeeds like success' we believe that the selling psychology of this advertising is sound. Our advertisements for approaching issues of the magazines are written in the same key, and we shall continue with the appeal as long as it attracts attention."

#### THE ANNUAL ROLL CALL OF THE WHITE COMPANY IS IMPRESSIVE

A recent publication of the "Roll Call," by The White Company, Cleveland, maker of motor trucks, required three large magazine pages, and almost a full newspaper page. This advertisement, which is an annual event, listed the owners of 502 fleets of ten trucks or more each, with a total of 18,419 trucks. This showed an increase of 75 fleets and 2,726 trucks over the "Roll Call" of last year, and 152 fleets and 5,745 trucks over that of 1920.

The list alone is reassuring; but its impressiveness is increased by this introduction: "This year's Roll Call of White Truck fleets covers twelve years of transportation experience by the foremost truck owners of the country. Nothing like it in extent and quality of ownership has ever been published by any other maker. It shows a steady, yearly growth of individual fleets in every line of trucking service, among a class of owners who know motor trucks. . . . There are also 33,392 Whites in fleets of less than ten, and a host of single trucks."

The White Company reports that this, the greatest, most impressive Roll Call, is the seventh. "It has become an institution in White advertising. People interested in trucks and the truck business look for it each year as they would for a score card."

The experience of The Moto Meter Company, Long Island City, also illustrates the results that follow the advertising of success. During this year, the company has widely advertised the phrase, "3,000,000 now use it." An arrow under this heading points to the illustration of a Boyce Moto Meter on some well-known car. And a typical statement from the text is this, "No other automobile accessory has ever approached the enormous popularity of the Boyce Moto Meter."

While perhaps ninety per cent of all the advertising space is devoted to the selling points of the Boyce instrument, because of the headings and paragraphs like the one quoted the advertisements give a distinct impression of the prosperity of the company. However, the appealing claims of the advertising were made possible because the Moto Meter advertises itself when in use.

"When the Boyce Moto Meter was first put on the market, it was regarded as a freak," said Carlton B. Stetson, advertising manager of the company. "It was generally thought to be something entirely unnecessary, and for a while the company found it pretty hard sledding. The tide turned when the Mercer, Stutz

and Boyce equipped 175 instruments the car "Babes" of all of them in the tters' v And honestative business recent adverti Vacuu "Never our ex nounce such new nounce achieve spread exceed Simila and al that I used in that the more chine cleaner dealers "Las as a g said manag early o there w went just a people ing pe We m for a magazi a fallin while t off app "This create ment a chine. is grat having history endea vertisin conditi

and Packard cars adopted the Boyce Moto Meter as factory equipment. This year, more than 175 manufacturers are using the instrument either on part or all of the cars they produce.

"Based on these facts, our prosperity appeal is now included in all of our promotion material; and in the texts of circulars and letters we are using it extensively."

Another successful attempt honestly to express the superlative and create the impression of business prosperity is found in the recent full-page and double-spread advertisements of the Eureka Vacuum Cleaner Company. "Never before in all the years of our experience," one of these announces, "has any Eureka excited such favorable comment as the new 1922 model, recently announced. Almost overnight it achieved a popularity so widespread and so spontaneous as to exceed our own expectations." Similar paragraphs are frequent, and all of the advertisements state that previous models have been used in more than 500,000 homes, that the Eureka has been awarded more prizes than any other machine of the kind, and that the cleaner is sold by more than 3,300 dealers.

"Last year was not looked upon as a good year in our business," said C. E. Smock, advertising manager of the company; "but we early came to the conclusion that there was plenty of business if we went after it properly. It was just a matter of calling on more people and reversing the prevailing pessimistic attitude of many. We made an extra appropriation for advertising in the national magazines, and closed 1921 with a falling off of only 9 per cent, while the industry as a whole fell off approximately 40 per cent.

"This year we have attempted to create an atmosphere of refinement and optimism about our machine. The increase in our business is gratifying; we are undoubtedly having the best business in our history of twelve years, and we endeavored to make all of our advertising reflect the prosperous condition of the company. Tying

up with our national advertising, we are using broadsides, pep letters and lots of other material, all expressing the same idea—the fact that business is good with us. And we believe that our advertising this year is the most productive we have ever published."

Statements of this kind are convincing proof that the prosperity appeal, either direct or implied, yields an unusual selling influence, just now, for those national advertisers who can use it honestly. But undoubtedly the greatest value of a large volume of such advertising is its effect on the public consciousness. Lack of business in many lines is not due to a shortage of the public's money, but rather to a fairly general timidity of spending caused by apprehension, a mild fear of what the future may hold. And how can many millions of magazine and newspaper readers hesitate to purchase their needs because of a belief in depressed business, when they are so frequently confronted with evidence proving that many of the country's leading manufacturers are in a highly prosperous condition? Undoubtedly the time is ripe, not only for optimistic expressions, but for the widely published accounts of individual prosperity based on figures and facts.

#### Trexler Company Appoints Director of Sales

Walter P. Coghlan, who recently resigned as general sales manager of the American Hammered Piston Ring Company, Baltimore, has been appointed vice-president and director of sales of the Trexler Company, Philadelphia, manufacturer of the Trex Air Valve Lock. Mr. Coghlan was formerly secretary of the Klaxon Company.

#### E. C. Ferguson Joins Detroit "Times"

Edward C. Ferguson, for a number of years associated with Critchfield & Company, has joined the Detroit *Times*, in charge of automobile advertising.

A. W. Alley, formerly in advertising work in Chicago and more recently secretary of the Membership Secretaries Association of the United States, has been placed in charge of advertising and promotion work of the Boston Young Men's Christian Association.

## Harold N. Loeb Starts Agency

Harold N. Loeb has opened a general advertising agency in Cincinnati under the name of H. N. Loeb & Company. Mr. Loeb was formerly a member of the advertising department of the Monitor Stove Company, and later in charge of the copy department of the Keeler & Hall Company, advertising agency, both of Cincinnati.

## Chicago Advertising Man Killed in Accident

DeWitt L. Curtis, Jr., production manager of the Worth-Duncan Company, Chicago advertising agency, was killed August 2 in an automobile accident in Chicago. The Chicago Advertising Men's Post of the American Legion was in charge of the funeral services.

## S. R. Palmer Returns to Rankin Agency

S. R. Palmer has joined the Chicago office of the Wm. H. Rankin Company, Chicago advertising agency. He has been with the advertising department of Swift & Company, Chicago, for the last four years and prior to that time was with Wm. H. Rankin Company in Chicago.

## Newark, N. J., Iron Manufacturers to Advertise

The Titan Iron & Steel Company, Inc., Newark, N. J., manufacturer of "Titan" mechanically puddled wrought iron, has chosen Williams & Saylor, Inc., New York advertising agency, to direct its advertising campaign.

This agency has also obtained the account of the Sun River Chemical Company, New York, maker of "Sun River" ointment and soap.

## Changes at S. F. Bowser & Co.

L. E. Porter, for the last three years director of publicity of S. F. Bowser & Co., Fort Wayne, Ind., has been made assistant general manager. Roscoe L. Heaton, assistant to the president, succeeds Mr. Porter as director of publicity.

The Bowser company manufactures gasoline and oil pumps and tanks.

## New Account with Lyddon & Hanford

The American Academy of Dramatic Arts, New York, has placed its advertising account with the New York office of Lyddon & Hanford, Inc., Rochester.

H. Gardner McKerrow who, for the last three years has been advertising manager of the National Aniline & Chemical Company, Inc., has resigned, and will engage in business on his own account in New York as an advertising and merchandising consultant.

## PRINTERS' INK

## Advertising Campaign for Colman's Mustard

J. & J. Colman (U. S. A.), Ltd., New York, manufacturer of Colman's Mustard, and a subsidiary of an English concern with headquarters at London and Norwich, is planning its first advertising campaign in the United States. Colman's Mustard has been sold in this country for seventeen years.

The J. Roland Kay Co., Chicago advertising agency, has been chosen to direct the advertising of the Colman company.

## Crutchfield Agency Secures New Farm Account

Crutchfield & Company, Chicago, have been appointed agents to handle the advertising for the South Bend Chilled Plow Company, South Bend, Ind., manufacturer of riding and walking plows and other farm implements. Plans are being made for a campaign for this account in agricultural papers.

## "The Chicago Grocer" Appoints Advertising Manager

Paul A. Miller has been appointed advertising manager of *The Chicago Grocer*. He succeeds Stephen W. Petacci, who has entered agency work.

Ray Frey, formerly of the Meyer Both Advertising Co., Chicago, is also with *The Chicago Grocer* as art director.

## Buys "Nevada State Journal"

The *Nevada State Journal*, Reno, has been purchased by Governor Emmet D. Boyle, who will retire from office in January. Homer Mooney, formerly editor of the *Journal* and then private secretary to the Governor, will have charge of the paper.

## Joins Crowell Publishing Co.'s Chicago Staff

H. W. Markward has joined the Chicago office of the Crowell Publishing Company, and will be with the sales staff of *Farm & Fireside*. He was formerly with Macy & Klaner, Chicago publishers' representatives.

## Will Represent Kansas Paper in the East

The Atchison, Kan., *Globe*, has appointed as its Eastern advertising representatives Prudden, King & Prudden, Inc., New York publishers' representatives.

## R. K. Winans Opens Springfield, Mass., Agency

Ray K. Winans, formerly service manager with the J. H. Bordeaux Company, printer, Springfield, Mass., has opened an advertising office in Springfield.

## How To Select A Good Printer

Every advertising man should know at least one dependable printer to turn to in an emergency.

The modern printer—the printer who can turn out your work cheaply, quickly, neatly and make delivery on the promised date—must be equipped with modern time, labor and money saving machinery.

When a printer's representative next calls to solicit your printing, ask him if his firm owns a Cleveland Folding Machine.

If it does—you can feel perfectly sure that your orders are being solicited for a plant that can give you 1922 service in everything pertaining to printing.

Progressive up-to-the-minute printing plants all own Clevelands.

Have you ever seen any of the unique, attention getting folds that can be made on a Cleveland Folding Machine?

They have proved to be real business pullers in big direct-by-mail advertising campaigns.

A note on your business letterhead will bring you a free portfolio of them. Write for it.

**THE CLEVELAND FOLDING MACHINE CO.**  
GENERAL OFFICES AND FACTORY: CLEVELAND

Aug. 10, 1932



ERWIN, WASEY & COMPANY  
*Advertising*

NEW YORK

CHICAGO

LONDON

Our organizations in London and Paris assure the American advertiser abroad the advantages of American advertising experience combined with on-the-ground knowledge of European markets.

# British Tomato Industry Advertisises

American Methods of Fruit Advertising Are Closely Followed

By Gilbert Russell

THE co-operative advertising movement is making strides in Great Britain. It is years since the British Commercial Gas Association was formed to advertise the uses and advantages of gas for domestic and industrial purposes. But there can be no doubt that this strikingly successful advertising has given encouragement to the formation of other co-operative advertising enterprises.

This year the British Tomato Growers have taken advantage of the experience thus gained and are employing co-operative advertising of British tomatoes to meet an obstinate marketing problem. The system of marketing British-grown vegetable produce such as tomatoes is that the produce is transported by the growers to large distributing centres; such as Covent Garden in London, the central market from which vegetables, fruit and flowers are distributed. In some local districts and smaller towns the growers sell direct to retailers. But these are small men who need not be considered.

At these distributing centres the produce is sold by commission agents (firms who sell the produce to retailers, deriving their profit from a commission on the sale). Retail greengrocers drive their carts and lorries to the distributing centres, buy what they want from the commission agents and then return to their shops and sell at retail to the public. Naturally a great deal of bargaining and price fluctuation occurs in this buying and selling. Large stocks at the distributing centres, without a complementary demand for the produce, very quickly cause a fall in price, the benefit of which is not always passed on to the public. With such perishable merchandise and seasonal supply, price fluctuation is a vital factor to the growers. This applies to any such produce. It has affected the tomato growers seriously for years past.

But last year we had an extraordinarily sunny summer. Fine, hot weather prevailed for months all over the part of the country producing a big crop of British tomatoes. Now large quantities of foreign tomatoes are produced in Holland and elsewhere and imported into Britain. And the British market is flooded with surplus Dutch tomatoes, in addition to the large British crops. The whole sales problem of the British growers is greatly aggravated by this fact: at the very period when British tomatoes are most plentiful the market is simultaneously flooded by Dutch tomatoes too. If the two periods of plenty did not coincide there would be hardly any problem to solve. But they do, and this makes a serious advertising problem, apart from the economic situation.

#### ACTION IMPERATIVE TO SAVE THE INDUSTRY

In 1921 prices fell considerably, though the public got little benefit. Stocks of British tomatoes rotted at Covent Garden, and those sold brought such low prices that the British growers, who grow under glass and whose expenses were little diminished by the fine weather, saw very little profit. The problem was the same as in former years, but far more acute. The industry at large felt that some drastic step must be taken to prevent, or at all events to ease, the recurrence of a like situation. The Lea Valley growers, a district where the largest proportion of British tomatoes is grown, took the initiative. They consulted the advertising agency which had helped in the formation of the British Commercial Gas Association and its subsequent advertising.

Broadly stated the problem presented to the agency becomes simple enough. Something had to be done to equalize, or at least stabilize, supply and demand for toma-

Aug. 10, 1922

toes, particularly during certain months of glut during the early summer. Steps had to be taken to prevent the wholesale price of British tomatoes from falling so low as to wipe out, or nearly wipe out, the growers' profit. It was obvious that the way to do this

more, wholesale, during the glut period, their problem would be solved. And this is how it is proposed to do it:

The Lea Valley growers called meetings which were addressed by large growers in the industry, as well as by advertising men. So enthusiastic was the reception by the Lea Valley growers that the scheme outlined was enlarged to embrace the whole British-grown tomato industry. Further meetings were consequently called and addressed.

**Two thousand Guernsey growers**, representing the principal industry of that island, asked to be included in the scheme and pledged themselves to close co-operation. Everywhere the greatest enthusiasm prevailed, the campaign culminating in a great meeting at the Central Hall, Westminster, which brought together for the first time delegates of every association, and a large number of independent

dent growers from every part of the United Kingdom. At this meeting it was unanimously decided to inaugurate the British Glasshouse Produce Marketing Association, Ltd.

A publicity committee was formed which recommended that the usual returnable basket in which tomatoes had formerly been sold should be discontinued and the produce marketed in non-returnable boxes. These boxes had the advantage of being cleaner and more attractive to the eye, and further they made it possible for other suitable shops, besides green-grocers, to sell British tomatoes readily, thus widening distribution. They also enabled a registered trade-mark for British-grown tomatoes to be employed to dis-



**FULL-PAGE ADVERTISEMENT WHICH SHOWS EVIDENCE OF A  
STUDY OF AMERICAN CO-OPERATIVE CAMPAIGNS**

was to stimulate public demand—  
to persuade the public of the  
healthfulness and deliciousness of  
British tomatoes: to teach them  
the value of home-produced toma-  
toes and their superiority over the  
foreign kind; to stimulate interest  
in tomatoes so that the public  
would eat more of them.

Any method of promoting demand would inevitably sell quantities of Dutch tomatoes, too. But such a decisive campaign was planned that a sufficiently increased demand would arise which would absorb the Dutch output as well as the British: and thus the British growers' problem would be solved.

The British growers said that if British tomatoes could be made to fetch one penny per pound

# Michigan Fact

**In Michigan you can cover the greatest percent of the population—  
With the least number of daily papers—  
With the least duplication—  
At the lowest rate.  
The Ideal State for Try-out Advertising.**

Here are the figures on the five Central States, using the dominating newspaper in each city, exclusive of the one large city in each State.

State	Milline Rate	Pct. of population covered	Pct. of competition or duplication
Michigan	3.813	75.8	14.7
Iowa	4.582	58.9	16.7
Illinois	4.707	50.9	34.4
Indiana	4.794	67.2	40.3
Wisconsin	5.135	44.3	14.3

What better territory could you find for your advertising? To cover Michigan you must use the eighteen afternoon newspapers, each exclusive in its field, that comprise the

### Michigan League of Home Dailies

Albion Evening Recorder	Monroe Evening News
Big Rapids Pioneer	Niles Daily Star-Sun
Cadillac Evening News	Petoskey Evening News
Cheboygan Daily Tribune	St. Joseph Herald-Press
Coldwater Daily Reporter	South Haven Tribune
Dowagiac Daily News	Sturgis Daily Journal
Ionia Sentinel Standard	Three Rivers Commercial
Manistee News Advocate	Traverse City Record Eagle
Marshall Evening Chronicle	Ypsilanti Press

**H. EDMUND SCHEERER**

*National Advertising Representative*

MARQUETTE BLDG., CHICAGO

New York Office: 30 East 42nd Street - - - - R. R. MULLIGAN

# Concentrated Circulation plus Service

A concentrated circulation in the trading area of Syracuse greater than that of any other newspaper,

A service department to advertisers that assists them to reach a sensible distribution at a time when it will link most profitably with a created demand, make

## THE SYRACUSE HERALD

The Dominant Advertising Medium  
in SYRACUSE, N. Y.

The Herald leads in local lineages, in national lineages and in total lineage.

### Special Representatives

#### PRUDDEN, KING & PRUDDEN, Inc.

286 Fifth Avenue  
New York City

Globe Building  
Boston

Steger Building  
Chicago

tinguish them from the foreign variety. The boxes are stamped with the trade-mark and trademarked price tickets are enclosed. Of course unscrupulous green-grocers could use these trademarks to sell foreign tomatoes; but it is felt that no serious abuse will be likely to occur, and anyhow, from the nature of the product, it is the best that can be done.

Tomatoes in Britain are sold wholesale by the "Strike" (12 lbs.). The advertising fund is being

paper advertising, whole pages, half pages, half triple-columns or 8-inch double-columns appearing in eight London dailies. In addition 6,730 "double-crown" posters are being used over a period of eight weeks at a cost of £1006/12/0 for posting and £117 for printing. These will be exhibited in the District, Piccadilly, Bakerloo, Central London, Bank Circus, Hampstead, City and South London and Metropolitan Railways—all serving London. In addition to this, 10,000 showcards, costing £217, and window-bills will be distributed to retail green grocers, etc., and reprints of a full-page newspaper advertisement will be similarly distributed. Also 20,000 tomato recipe booklets are being printed at a cost of £2/16/0 per thousand for distribution to the public, these recipe books being offered in the newspaper advertisements. Advertisements are also to appear in the business press. Completing the scheme, a kinematograph film with a human-interest story was prepared, which will be shown by arrangement in 104 cinema halls over seventeen weeks at a total cost of £665.

These are the figures for the whole expenditure, leaving a balance in hand for any eventualities which may arise. It may be interesting to give, by way of a comparison with simi-



POSTER, IN COLOR, IS AN IMPORTANT PART OF THE CAMPAIGN

found by all growers contributing one penny per "Strike" on their output—one-twelfth of a penny per pound, or about two cents per "Strike." In this way £13,382 for advertising has been raised. It was seen at the outset that the campaign must be of a short, sharp, decisive nature during the glut period. £9,328 is being spent on news-

similar American expenditure, the approximate cost of the engravings and composition which will be used in the campaign. These will cost, for the newspaper advertising, about £157. Designs and sketches total £75 and the total cost of all printed matter, including designs and engravings, will be approximately £650.

These figures will probably appear to Americans astonishingly moderate. But it must be remembered that a great many of the newspaper advertisements are plain type announcements.

In the copy, "Old Man Specific" figures largely. The appeal is based on appetite and health.

Throughout the advertisements, and in the recipe book, emphasis is laid on the goodness, healthfulness and deliciousness of British tomatoes. Hardly any reference is made to foreign tomatoes and no comparison at all is made in the recipe book. All the story is in favor of British tomatoes, and very attractive it has been made. In the advertisements in the recipe book the example of the California Fruit Growers Exchange has been followed, and besides all the ordinary and well-known uses and recipes for tomatoes, there are given new, unusual uses and ways to cook them.

The campaign has only recently started, so no one is yet in a position to say whether it will be successful in its object. Furthermore, the cumulative effect of such advertising in a market as restricted as Great Britain (by comparison with America) is enormous, and many months will need to elapse before the full effect of the campaign is apparent. Little doubt, however, is felt about the success of the scheme.

### L. J. Feeney Joins Butterick Staff

L. J. Feeney has joined the trade division of The Butterick Publishing Company, New York, as service and promotion manager. He was formerly with the Washington, D. C., Post and the Atlanta *Georgian* in a similar capacity.

The trade division of The Butterick Publishing Company publishes *Good Hardware* and *The Progressive Grocer*.

### Will Join Albert Frank & Company

William W. Craig has resigned as financial editor of the New York *Herald* to join the staff of Albert Frank & Company, New York advertising agency. Mr. Craig, who will assume his new duties on August 10, previously served on the financial staffs of the *Evening Sun* and the *New York Times*.

### Cleveland Agency Obtains New Accounts

The John S. King Company, Cleveland advertising agency, has recently added the following accounts to its list: The Mansfield Tire & Rubber Company, Mansfield, O.; The Galion All-Steel Body Company, Galion, O., manufacturer of dump bodies; and C. O. Frick Company, Cleveland real estate; The Butter Cutter Manufacturing Company, Cleveland; The National Grave Vault Company, Galion, O., manufacturer of steel vaults. Trade, class and newspapers and direct advertising will be used for these accounts.

### Lloyd Maxwell Buys Interest in Chicago Agency

Lloyd Maxwell, for six years vice-president of Erwin, Wasey & Company, Chicago, has purchased a half interest in the business of McLaughlin & Company, Chicago advertising agency. The name of the new organization becomes Maxwell, McLaughlin & Company, Inc. The officers are: Lloyd Maxwell, president; H. J. McLaughlin, secretary and treasurer; E. H. Williams, vice-president.

### Apperson Brothers Advance Sales Executives

E. M. Lubeck has been appointed general sales manager of the Apperson Brothers Automobile Company, Kokomo, Ind. He has been identified with the motor industry in various sales executive positions with the Hudson, Maxwell, Studebaker and Buick companies during the last fifteen years. T. E. Jarrard, vice-president of the Apperson company, has been made director of sales.

### "Cab News" Names Editor and Representatives

Fred L. Hall has been appointed Pacific Coast representative of *Cab News*, Chicago, with headquarters at San Francisco. Carl A. Shulenberg, St. Louis, will represent *Cab News* in the Southwest. William B. Reedy, formerly associate editor of *American Builder*, has been appointed editor of *Cab News*.

### With "American Industries"

George I. Burnett has resigned from the advertising department of The New Jersey Zinc Company, of New York, and is now with the advertising department of *American Industries*.

### To Represent "Little Folks Magazine"

*Little Folks Magazine*, Salem, Mass., has appointed Constantine & Jackson, New York, as Eastern advertising representatives.

V. V. TRUSS, Gl.  
A. KORN, VICK,  
E. HERR, HAR,  
L. POWELL, TR,  
A. MARSH, HEN,  
W. WOLFGA,  
R. H. COOPER, LIN,  
VAN SWARTZ, G,  
M. D. ANDREWS,  
J. EVANS, AND

America  
461

Attention

Dear Mr.

last we  
Market  
to learn  
8th and  
assista  
to have  
at pres  
such as  
Farmers  
than to

the mos  
join wi  
for the  
whose br  
market c

to meet  
and I wi  
among pu

Aug. 10, 1922

PRINTERS' INK

121

Mr. E. V. TITUS, Glen Cove, L. I.  
Glen Cove 108-M

SECRETARY AND MANAGER: W. L. HUNTERMARK  
Tel. 1879-3 Farraig

## New York Market Growers Association, Inc.

### DIRECTORS

### "BETTER MARKETS"

V. TITUS, Glen Cove, L. I.  
A. KORN, VICE PRESIDENT, Hackensack, N. J.  
E. HORN, Vice President, Hackensack, N. J.  
T. POWELL, TREASURER, Glen Head, L. I.  
A. MARCH, Hempstead, L. I.  
H. WULFSTEIN, Forest Hill, L. I.  
H. WEEKS, Little Neck, L. I.  
J. VAN SICKLE, L. I.  
MAX D. ANDREWS, S. I.  
J. EVANS, Astoria, L. I.

New York August 1st, 1922.

American Agriculturist,  
461 Fourth Avenue,  
New York City.

### Attention Mr. Bullock.

Dear Mr. Bullock:

While calling on several farmers last week in connection with the work which the New York Market Growers Association is carrying on, I was gratified to learn how many had seen and read your issue of July 8th and 15th in which you gave our work some very valuable assistance. Publicity being the best kind of ammunition to have in a battle such as the Market Growers are staging at present, when it can be sent through a Farm Journal such as yours. I know of nothing that will inspire our Farmers more and give them courage to back up these Directors than to read the news in Farm Papers.

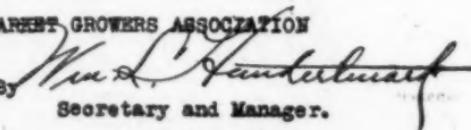
I wish at this time to convey to you the most hearty appreciation of the Directors who I am sure join with me in wishing for a long and prosperous career for the American Agriculturist under its present management whose broad minded policy has seen fit to exploit the market conditions.

It has been a great pleasure for me to meet Mr. Morgenthau and other gentlemen on the staff and I will consider it my duty to speak in your behalf when among publicity men and farmers.

I thank you.

Yours very truly,

NEW YORK MARKET GROWERS ASSOCIATION

By   
Secretary and Manager.

Aug. 10, 1922

*Another catalog bound in INTERLAKEN*

Printed and bound by Benzé Perfection Sample Card Co., Inc. New York City

Cotton Colors, issued by John Campbell & Company, New York City, is a catalog showing color samples of cotton thread. The samples, small tufts of actual thread, are mounted on the leaves so that the container folds up and protects the samples. It is evident that the publisher expected this catalog to undergo considerable handling and rough usage. Hence, the hinges joining the separate leaves, as well as the covers, are made of INTERLAKEN Book Cloth.

**B**Y USING Interlaken Book Cloth, an advertiser can make CERTAIN of the permanence of his catalog and thereby eliminate much of the UNCERTAINTY that usually attends such an advertising investment.

Let us send you "Getting Your Booklet Across," a cloth bound booklet that gives many suggestions for insuring the productiveness of catalogs and booklets.

INTERLAKEN MILLS,

Providence, R. I.

**Interlaken**  
**Book Cloth** *The standard since 1885*

Editor  
THE  
J.  
Giles  
More  
broug  
writte

Mr  
betwe  
form  
ferrin  
design  
ganiz  
deavo

The  
sional  
is to  
Conse  
whether  
should  
or no  
permis  
restrict  
Pneum  
so th  
size  
other  
Certa  
have  
standa  
possibl  
quantit

The  
statem  
industry  
Societ

"Ha  
Autoc  
—the  
of the  
the ce  
face  
tempta  
to inc  
promis

The  
Autoc  
man, 1  
Societ  
Frig  
Bachm  
chairm  
Comm

# More about Standardization

What the Word "Standards" Means in the Automobile Business

SOCIETY OF AUTOMOTIVE  
ENGINEERS

New York, August 2, 1922

*Editor of PRINTERS' INK:*

THE leading article of your July 27 issue written by Ray Giles on the subject "Wanted: More Specialties" has been brought to the attention of the writer.

Mr. Giles makes no distinction between standardization and uniformity. What he is really referring to is standardization of design, something which no organization that we know of is endeavoring to promote.

The only reason for dimensional standardization in industry is to permit interchangeability. Consequently, the test as to whether or not a given part should be standardized is whether or not such standardization will permit interchangeability without restricting individual design. Pneumatic tires are standardized so that any make tire of a given size will interchange with any other make of the same size. Certainly Mr. Giles would not have manufacturers make non-standard tires. It would be impossible to sell them in any quantity.

The author makes the following statement in reference to an industry of special interest to this Society:

"Hats off to the two-cylinder Autocar—the air-cooled Franklin—the Stanley Steamer. Every one of these vehicle builders has had the courage to specialize—in the face of criticism—through the temptation, no doubt, temporarily to increase profits through compromising with standardization."

The Chief Engineer of the Autocar Company is B. B. Bachman, who is now president of the Society of Automotive Engineers. Prior to holding this office, Mr. Bachman was for several years chairman of the S. A. E. Standards Committee which has a personnel

of more than 300 engineers representing vehicle, parts and material manufacturers in the automotive industry. In a paper dealing with the value, recognition and future development of S. A. E. Standards printed in the December issue of the "S. A. E. Journal," Mr. Bachman brought out four special reasons why there is a lack of understanding of the word "standards" and what it means. We are quoting Mr. Bachman below as we believe what he says in this connection and in reference to individuality in design is most pertinent:

"Taking these (four reasons) up in detail, we find that in the first there is considerable misunderstanding of the word standards and what it means. This is probably due to the wide meaning it has in ordinary usage. There are standards of weight and measurement determined with more or less accuracy that vary with the precision of the instruments used to determine them. There are standards of value that fluctuate with changing conditions. To keep in touch with these conditions, we have exchanges, market reports and the like. It is obvious that in these two illustrations we have widely different characteristics; in one there is a frozen condition resistant to change; in the other a fluid condition subject to almost instantaneous response to current conditions.

"Neither of these illustrations adequately represents our case. Standards to us can mean only the setting up of logical formulas describing the specifications of materials or the form and dimensions of products based on usage and experience to a very large degree, and dependent for enforcement on the voluntary acceptance of a majority of interested users. Acceptance of this definition indicates that it is difficult to set up standards in defiance of accepted practice or in prophecy of future

Aug. 10, 1923

Aug.

development; and, furthermore, indicates the fact that the gradual growth of usage, and not the result of a ballot, determines the standard. On the other hand, we are fortunately not confronted, even in our fast-moving industry, with the need of constant revision to suit rapidly changing conditions.

"The second condition is one of the greatest obstacles in the way of standards, or perhaps it would be better to say has been, for happily a different attitude is being rapidly adopted. The list of standards should be convincing evidence that no sacrifice of individuality need be made that is not perfectly legitimate to gain other more important characteristics. Where is the rational designer who would voluntarily devote his time to creating clevis connections, carbureter flanges, ignition apparatus applications and similar parts, when he can devote it to other more important considerations?

"The same general thought applies to the next factor, except that in addition the positive statement can be made that, instead of removing competitive features of value, the use of standards adds them. The question of available replacement stocks at reasonable cost is a vital essential to the growing use of all automotive apparatus. A very large item in the cost is the amount of supplies that must be carried by the dealer to meet requirements. From this consideration alone, though there are many others, the use of standards is justifiable even in domestic markets close to points of production and infinitely more important, even imperative, in foreign markets.

"This brings us to consideration of the fourth item. It is unfortunate that the beneficent effects of the use of standards is bound up in details that in many instances do not come to the immediate attention of executives. The problems of assigning definite monetary value to the savings effected is difficult for the reason, among others, that these savings

are intangible in many cases, start small and slowly, and are cumulative. To illustrate, let us go back ten years and consider that, due to lack of interchangeability of carbureters and ignition apparatus, major alterations in engine construction were required to change sources of supply in these accessories. What would such a condition be in these later days of large production? Or, let us consider the matter of tires. Memory does not have to be taxed severely to recall the time when a change of either a solid or a pneumatic tire involved a change of wheels as well. Or, take the question of steel specifications. How many times in the past stringent years have the steel-maker and purchaser been enabled to get around a bad corner by the existence of S. A. E. Standard steel specifications?

"In these times when economy of manufacture is of supreme importance, it is well worth the time of any executive, no matter how busy, to take a copy of the 'S. A. E. Handbook,' check those standards which are applicable to his needs, find out whether they are being used in his product and if not, learn why."

#### SOCIETY OF AUTOMOTIVE ENGINEERS.

CHAS. E. HEYWOOD,  
*Standards Department.*

#### Studebaker Advertises Price Reduction Broadcast

In the automobile price advertising copy that appeared last week that of the Studebaker Corporation of America was noticeable in full-page space in about 200 large city newspapers. Within a week two different advertisements of the Studebaker automobile appeared in these newspapers. The first copy gave news of a reduction in prices, and the second advertisement in reason-why copy explained why "This is a Studebaker year."

Metro Pictures, New York, motion pictures, plans its first advertising campaign, which will be placed in national magazines. The H. E. Lesan Advertising Agency, Inc., New York, will direct this campaign.

The Sprague Radio Corporation, New York, has also placed its account with the Lesan agency. Trade papers will be used.

The finer the work  
you want to do in  
type, the better  
Bundscho likes to  
help you do it.



J. M. BUNDSCO  
*Advertising Typographer*

58 EAST WASHINGTON  
CHICAGO

HERE TYPE CAN SERVE YOU

# to have and to hold over

When W. H. Gannett launched COMFORT in 1883 he had 1,000 farm-family subscribers—a circulation that knew no increase.

"COMFORT can get these subscribers, reason Gannett, "but we cannot hold them only if it is helpful."

To make COMFORT helpful Gannett added new departments—cooking department, sewing department, etc.

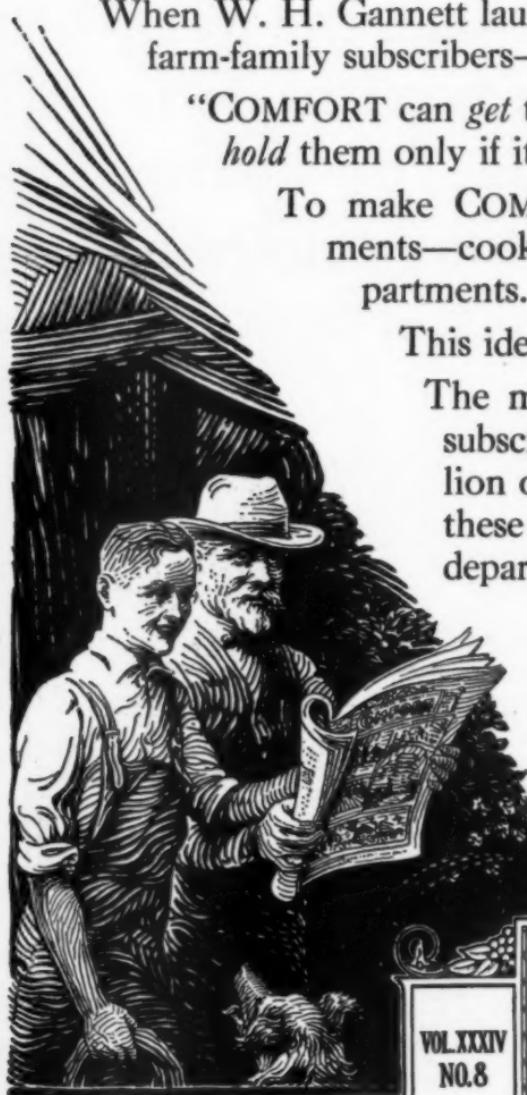
This idea of departments was new then.

The magazine grew. In five years it had 10,000 subscribers; since that time it has increased to over 1,000,000. COMFORT's success is due to the fact that these departments help practical housewives. These departments have made COMFORT the largest magazine in America.

**W. H. GANNETT, Publisher**

America

WALTER R. JENKINS, Jr., Reporter  
HAROLD H. THOMAS, Associate Editor  
New York Office: 1637 Madison Avenue  
Chicago Office: 100 N. Dearborn Street



VOL. XXXIV  
NO. 8



# over a million subscribers

FOR third of a century ago, his goal was a million  
in the known.

bers, reasoned, "if it is entertaining; it can

ful Gannett installed many depart-  
menting departments, farming de-

ents new then and it caught on.

now. Five years it had a million  
that it has always had a mil-  
MFG subscribers have found  
help practical, human. The  
made magazine.

GANNETT, Pub., Inc.,

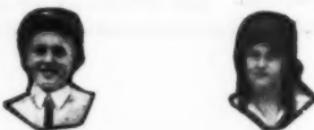
Atlanta

Representative  
Atlanta Office: 1635 Marquette Bldg.

SPECIAL NUMBER  
**MORE**  
The Business and Success  
of a Quarter-Homes  
Periodical

EACH  
MONTH





## *Vacation Days Going School Days Coming*

Thousands of boys and girls in every city, town and village of the United States will very soon be trooping back to school.

Think of the equipment in new suits and dresses, shoes and stockings, caps and sweaters, athletic supplies of all kinds—the food for all these thousands of lunches—the dozen and one things each youngster must have!

And nowadays these young folks know what they want. Through the columns of their favorite papers,

### **THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY**

you not only directly reach a million of these boys and girls, but—with a proven effectiveness equalled in no other way—their parents as well. The boy-and-girl-field is decidedly worth while, when it can be resultfully covered in such volume as provided by the million quality circulation of this Trio of National Weeklies.

**David C. Cook Publishing Co., Elgin, Illinois**

WESLEY E. FARNILORE, Advertising Manager

Edward P. Boyce.	95 Madison Ave., New York
Ronald C. Campbell.	326 W. Madison St., Chicago
Sam Dennis.	Globe-Democrat Building, St. Louis

**COOK'S WEEKLY TRIO : A MILLION BOYS AND GIRLS**

THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

Pla

Campa

THE  
T of  
a camp  
eral an  
reason  
terest  
ciation  
of some  
front  
of indu

The c  
is bei  
present  
ing asp  
the ide  
place  
year's e  
glass i  
home a

Besid  
owners  
campin  
is a di  
siderab  
garage  
factory  
service  
glass.  
been is  
dition  
tional  
of local  
dealers'  
folders  
through  
larizing

The  
slogan  
reading  
is gene  
ters on  
arrange  
top of  
the adv  
connect  
curved  
line, ar  
Is Like

No d  
ing ha

# Plate Glass Manufacturers Advertise Jointly to Extend Market

Campaign in General and Business Periodicals Aims at Holding Automobile Replacement Business for Plate Glass and Exploits New Uses in Home and Office

By Roland Cole

THE Plate Glass Manufacturers of America are now conducting a campaign of advertising in general and class mediums, which by reason of the ends sought will interest many who look to associational advertising for a solution of some of the problems that confront manufacturers in a number of industries.

The campaign started in 1921 and is being continued throughout the present year. It has two interesting aspects for advertisers, namely, the idea behind the automobile replacement campaign and the present year's extension of the use of plate glass in new markets, such as the home and office.

Besides the advertisements to car owners and others, with which the campaign started last year, there is a direct-mail campaign of considerable size which is going to garage dealers, automobile manufacturers, jobbers and automobile service concerns handling plate glass. A miniature portfolio has been issued which contains in addition to reproductions of the national advertisements, a number of local advertisements suitable for dealers' use. Two envelope-size folders are supplied to dealers through jobbers for local circulizing.

The advertisements all carry a slogan very prominently displayed reading "Use Plate Glass." This is generally shown in white letters on a half-tone background, arranged in a square frame at the top of the advertisement. Beneath the advertisement, in an oval and connected with the frame by a curved and sometimes a straight line, are the words, "Nothing Else Is Like It."

No doubt the reader, never having had occasion to replace a

broken windshield, or the window of a closed car, and not being an automobile manufacturer or a dealer, has looked at this campaign of advertising and wondered why.

What is it all about; why use plate glass and who are the "Plate Glass Manufacturers of America," whose signature appears in all the advertisements?

Let the reader consider the proposition from two points of view: First, how many people know anything about the manufacturing processes that make a product different from or better than others in its field? Second, what particular advantage is to be gained by a combined advertising campaign by a group of manufacturers as compared with the separate campaign of one manufacturer?

## ADVERTISING FOR THE PURPOSE OF PROTECTING MARKET

Few people know how glass is made and few care. An educational campaign that undertakes to teach people anything about glass making would probably get little attention and would lead to no valuable sales result. Trying to get people to read about intricate manufacturing processes is hard work. People are much more easily interested in a description or illustration of what the product will do for them.

A product like plate glass may not be branded in the glass without impairing its use. An advertising campaign by each manufacturer, seeking to induce the public to buy a particular maker's plate glass in preference to all other plate glass, when the product cannot be packaged or branded, though it can be labeled, might

increase the sales of the more successful advertisers at the expense of those whose advertising was not successful. Whether advertising that featured the excellence of one brand of plate glass over others would hold a market threatened by a competing material or a substitute for plate glass is problematical.

Whether it would create new markets for plate glass is just as problematical.

In the last sentence of the preceding paragraph will be found the principal reason why there is a campaign of advertising now running for plate glass. The manufacturers of plate glass are seeking to extend their market by means of association advertising.

Plate glass has a big market for automobile windshields and windows for closed cars for original equipment and replacements. Moreover there will always be a big sale of plate glass, particularly in the larger size sheets. One of the purposes of the present campaign is to increase the use and the sale of the smaller sizes of plate glass.

Plate glass is superior to ordinary glass because it is heavy, strong and clear, while it is only a little higher in price. Another purpose of the campaign is to explain how slight the difference in price is—that the difference between glazing a house with ordinary glass and glazing it with plate glass is negligible when one considers the difference in appearance.

One thing that the plate-glass manufacturers did not want to have happen was for car owners to think that broken windshields and car windows could be replaced with ordinary glass at any tangible saving in price. They believed that an associational campaign would most effectually hold their present market against invasion from without.

An advertising campaign that is designed to educate people into a better knowledge of the construction or quality of a product has its difficulties. One of the easiest ways to prove superiority is to make comparisons. "This product is better than all others because"—and then to enter upon a point-by-point comparison. Another course is to be technical—to take the reader into the laboratory or down into the mine—to hold fumes under his nose or scorch him with the heat from a blast furnace.

The campaign of the plate-glass manufacturers did not attempt to do either. They made their message just as simple as they could. The following quotation from one of the national advertisements is representative of the way the story is told in all, with variations:

"Plate glass hasn't accidental prisms, nor waves, bumps or hollows. It helps you drive naturally, relaxed. For you don't have to peer nor squint, as you do through flaw-filled common glass. When a mishap breaks your auto glass, replace it with plate glass."



TEACHING MOTORISTS THE PRODUCTS' ADVANTAGES

"Dear Mr. Johns"

Chamber of Commerce  
of the  
United States of America

Mills Building  
Washington, D. C.

August fourth.

Dear Mr. Johns:

Let this note carry just one fact and let the case of THE NATION'S BUSINESS stand or fall on its importance.

The 7,483 largest corporations in the United States have a total Invested Capital of over 50 billion dollars (exactly \$50,190,961,447). These are Treasury Department tax figures.

All other taxable corporations - not just manufacturers, not just retail corporations, not just service corporations, not just wholesalers - but all other taxable corporations in the entire country (184,584 in number) have a total invested capital of under 16 billion dollars (exactly \$15,839,389,761).

7,483 firms and 184,584 firms  
50 billion dollars and 16 billion dollars

How do advertising campaigns in general meet this tremendous concentration which the business market itself shows? What can an advertiser do to balance a mass campaign which he sees spreading evenly over several million people?

An extra showing before this important group of corporation executives - an extra selling pressure in their direction - is not only sensible economy - it is of prime importance.

The bull's eye directness of THE NATION'S BUSINESS added to the campaign, gives weight at the point where you can hardly have too strong a showing.

Yours very truly,

*Lester M. Hickey*  
Director of Advertising

THE NATION'S BUSINESS.

Mr. W. H. Johns,  
George Batten Company,  
New York City.

Number Two of a Series



## *Sales Letters That Sell*

MANY notable sales successes are associated with illustrated sales letters printed on Foldwell Coated Writing Paper.

Such letters will always be productive of good business because they carry out one of the first principles of merchandising; "Display the goods—attractively." With a display letter, two pages can be devoted to your specific message while the other two illustrate your point.

And right there is where the use of Foldwell gives you a decided advantage. Its specially prepared surface takes exquisite impressions; its singular strength preserves them. Folding in no way will affect the appearance of your pictures—and your product is shown at its best. Foldwell Dull Coated Writing is another sales letter paper. It possesses all the Foldwell advantages. Would you like to see samples showing the beautiful effects secured by its use?

CHICAGO PAPER CO., Manufacturers  
Desk 8, 810 South Wells Street, Chicago

Nationally Distributed

Coated  
Book Paper

Coated  
Cover Paper

Coated  
Writing Paper

The four page,  
illustrated letters  
shown above,  
were printed on  
Foldwell Coated  
Writing Paper.



"Eyglasses are ground and worked, tried and polished. Wearing spectacles with a flaw or swirl in them is beyond conception. For the spectacles on your car, or for the windows, use the kind of glass that is ground and worked, tried and polished—plate glass."

If the reader wants to know how to tell the difference between ordinary glass and plate glass, the copy tells him in the simplest and easiest way. If he wants to know the manufacturing processes used for making each kind—which the average reader probably does not care about—he can find a number of books printed on the subject, or the encyclopaedia will tell him that in the manufacture of plate glass the molten compound is poured out on a large iron table, rolled to the desired thickness, cooled and subsequently polished. Window glass, he will learn from the same source, is blown into cylindrical form, slit, flattened and cut to desired sizes.

#### PLATE GLASS FOR CAR REPLACEMENTS

Plate glass is distributed from the manufacturer to his own distributing warehouse or jobber, and from the jobber to automobile service concerns and garages. Sales to car manufacturers for original equipment are handled from manufacturer to user. The first aspect of the present campaign of advertising is devoted exclusively to one purpose—selling plate glass for car replacements.

A comprehensive broadside has been mailed to a carefully chosen list of 68,000 garage owners, jobbers and automobile service concerns. This is a mailing folder, size 5½ by 11 inches, opening by a series of four folds to an inside spread of 22 by 32 inches. Across the top of this spread is a bold three-line caption in red: "This Is the Big, Strong Story Being Told Now to 10,000,000 Motor Car Owners."

Almost the entire space of the spread beneath this caption is taken up with a half-tone reproduction of the magazine advertisements as they would appear if laid out upon the top of a desk, partly overlapping. A message to the

dealer runs down the right margin. The gist of it is contained in the following quotation:

"A *far-flung* message this—it is being carried to every motor car owner in the country. Its object is single—to sell everyone on the fact that for replacement of auto-glass of any kind, plate glass is the thing because it is the only kind of glass that's fit to use on so important a thing as a car. Sticking a piece of any old kind of glass in a windshield or window and saying 'Well, it's glass' isn't in keeping with the level of a fine piece of mechanism and coach work.

"We are telling the world the difference between a piece of *just glass* and a piece of plate glass. We're doing it in a big way, in the biggest publications of their kind in the world. We have tried to make the message plain and clear-cut. It repeats the idea over and over again. That idea is 'Use Plate Glass,' with the reasons escorting the request. Now, that is your message as well as ours to motor car owners. It is expressed in a way that we think will make people remember."

The miniature portfolio referred to in a preceding paragraph is 4 by 8½ inches in size, of 32 pages. Each page bears the reproduction of one advertisement with a statement at the bottom of the page containing the periodicals in which it appears. Tipped into the inside back cover is an envelope stuffer, entitled "Reasons Why You Should Use Plate Glass for All Motor Car Replacements." On the page opposite this stuffer the dealer is told:

"The little leaflet on the opposite page is one of the come-alongs we are using for sales work on the consumer. It is furnished to the garage man and glass merchants with their imprint on the last fold under the miniature reproduction of the hanger in two colors. He pays for only the mailing, covering his own list."

The second aspect of the campaign may be described in a few words. A series of new advertisements is now beginning to appear in household and architectural pub-

Aug. 10, 1922

lications. These represent a development of the campaign to increase the use of plate glass in the home for furniture covers, mirrors, ventilators, and for windows and built-in mirrors when new homes are constructed.

An examination of the new copy shows a carrying-on of the general idea in layout and copy treatment. The advertisements contain illustrations of the home and bear such captions as, "A table is as old as its top"; "A mirror for every room"; and "A touch of quality at a little cost."

In the new series each advertisement carries a tabulated list of uses that varies slightly for the different publications, the complete list of which includes desk tops, ventilators, mirrors, table tops, shelves, counter tops, hotel, office building and house windows, dresser tops and windshields.

Aside from the importance of the campaign as a whole, the display scheme for the national advertisements stands out as a feature worthy of special mention. The manner in which the slogan "Use Plate Glass, Nothing Else Is Like It" is treated in the layout, and varied in each advertisement is particularly ingenious. It is used as a sort of border design and has great value because it holds everything together most effectively. Even the association letterhead bears it—a small red frame at top centre with "Use Plate Glass" in white letters against a red background, then a straight line in half-tone right down to the lower edge of the sheet to the oval in red letters on white, "Nothing Else Is Like it."

This campaign is interesting for a lot of things. One that might be mentioned is the way in which competition is dealt with in the advertising. It is impossible to tell from any of the copy or literature whether there is definite competition—that is, any particular concerns whose products are referred to. Reference is invariably made to "ordinary" glass, until the reader, if he does not know the field, is inclined to think that every kind of glass but plate glass

is glass that just did not turn out right because of neglect or bad bringing up.

If the reader happens to be a manufacturer of that "ordinary" or "common" glass, what has he to say for himself?

### Minneapolis Agency Obtains New Accounts

General Service, Inc., Minneapolis auto accessory manufacturers' representatives, is conducting an advertising campaign which is running in a list of seventy-nine newspapers.

The Robertson-Holmes Company, of the same city, patents and inventions, is also running a newspaper campaign in the Northwest.

These campaigns are being directed by the Kraft Advertising Agency, Minneapolis.

### Cleveland Bank Appoints Advertising Manager

Ernest Colegrave, of the publicity department of the Union Trust Co., Cleveland, has been placed in charge of trust advertising and trust business promotion. Mr. Colegrave, before the merger of banks which now constitute the Union Trust Co., was advertising manager of the First National Bank of Cleveland.

### Cyrus H. K. Curtis on Brazilian Mission

President Harding has appointed Cyrus H. K. Curtis, publisher of *The Saturday Evening Post*, *The Ladies' Home Journal*, and *The Country Gentleman*, a member of the official American Mission to the Brazilian Centennial Exposition.

### Seattle Drug Publication Changes Name

*West Coast Druggist Illustrated* is the new name of the former *Washington State Retail Druggist*, published in Seattle, Wash., the change becoming effective with the August issue.

### E. H. Roberts Leaves Cleveland Discount Co.

E. H. Roberts, formerly advertising manager of the Cleveland Discount Co., Cleveland, has taken a similar position with the Andrew Teller Company, of that city.

### Cleveland Newspaperman Joins Trust Company

Edward Howard, formerly of the Cleveland *Plain Dealer* editorial staff, has joined the publicity department of The Cleveland Trust Co.

# Manufacturers Merchants      Buyers

*Attending the*

## NATIONAL MERCHANDISE FAIR

Grand Central Palace and 71st Regiment  
Armory, New York City

August 7 to 25

Are Invited to Visit the Booth of

## The Christian Science Monitor

No. 178

Grand Central Palace

Monitor Representatives Will Gladly Show Why This  
International Daily Newspaper Has the Patronage of  
3000 Retail Advertisers and Many National Accounts

# Keep step with Omaha

Large picture shows part of Omaha's retail shopping district.  
Inset shows same location in 1873.

**KNOW THE OMAHA-NEBRASKA FIELD!**

Trade opportunities offered by the 154 incorporated cities, towns and villages within a fifty-mile radius of Omaha are wide in their scope. Note these figures:

Population of incorporated	Places	493,508
Automobile dealers	810	309
Banks	309	371
Drug stores	371	1,216
Groceries	1,216	379
Hardware dealers	379	191
Jewelers	191	376
Shoe dealers	376	Bank deposits, from the Sept. 1921 bank call \$226,098,000.

**PRUDDEN, KING & PRUDDEN**  
Chicago                    New York  
Steger Bldg.            286 Fifth Ave.

**FRED L. HALL**  
Claus-Spreckels Building  
San Francisco, Cal.

An institution traditionally connected with the development of the "Central West," The Omaha Bee today has the largest daily and the largest Sunday circulation in its history.

For almost a year past the circulation growth of The Omaha Bee has been approximately double that of any other paper. The daily net gain in June (paid and free) over a year ago was 12,397, Sunday average gain 20,120 over a year ago.

The daily average net paid circulation for the first six months of 1922 was 69,764, Sunday 77,172.

Harkening to the optimistic tone of business in the Omaha-Nebraska Field the general advertiser ("foreign") increased his business in Omaha papers 2,168 inches in July, 1922, over a year ago. (Automotive not included.) The Omaha Bee Published 1,799 inches of this gain. One paper showed a heavy loss.

A unique experience came to The Omaha Bee in connection with a "survey" of circulations of Omaha newspapers, conducted by the Associated Retailers. In that a circulation greater than claimed was indicated for The Omaha Bee by the survey.

Confidence in the quantity and the buying power of The Omaha Bee's circulation, locally and in the general field, are contributing to a healthy growth in advertising in

# The Omaha Bee

MEMBER AUDIT BUREAU OF CIRCULATIONS

# Where the Electrical Industry Stands, Advertisingly

How Printers' Ink Is Being Used to Sell Things, Electrical, from Wire to Washing Machines

THE LANDSHEET ADVERTISING AGENCY  
BUFFALO, N. Y.

*Editor of PRINTERS' INK:*

Can you refer us to articles on merchandising of electric ironing machines?

Articles on merchandising of electric washing machines and vacuum cleaners might also help us in our study of the electric ironing machine proposition.

THE LANDSHEET ADVERTISING AGENCY,  
A. WILLIAM LANDSHEET,  
President.

THE electrical industry presents a most remarkable example of what advertising can do to better the living conditions of a nation and do it quickly. Electrical appliances are in such general use today that most people forget it was no more than a half-dozen years ago that washing machines and ironing machines, to mention merely two out of many devices, were in only extremely limited use.

The trials and tribulations these manufacturers faced from the merchandising standpoint, the plans they formulated and the success with which these efforts were crowned make inspiring as well as instructive reading. PRINTERS' INK, of course, has given the field, editorially, the attention it deserves. Consequently, those who wish to learn what has been done in electrical merchandising because they plan to enter the field, as well as others who correctly reason that the plans successfully operated by these manufacturers are applicable elsewhere, will find a perusal of the articles referred to in the following list productive of valuable information.—[Ed. PRINTERS' INK.]

(*Printers' Ink Monthly*)

The Salesman's Car as a Demonstrator; May, 1922; page 62.

Turning Technicalities into the Other Fellow's Language; December, 1921; page 50.

A New Approach to the Side Line Problem; December, 1921; page 53.

Show the Dealer His Market; November, 1921; page 42.

Delco Directs Sales Organization of 1,400 with Map; May, 1921; page 27.  
Traveling Convention Brings Sales Ideas to Local Dealers; March, 1921; page 74.

(PRINTERS' INK)

A Sales Contest to Make Midsummer a Time of Prosperous Selling; June 15, 1922; page 49.

Ideas That Helped This Industry Kill Its Summer Slump; June 1, 1922; page 161.

How Radio Broadcasts Its Advertising; April 27, 1922; page 185.

Cut the Price? Wait! Trouble May Be in Selling Policy; April 6, 1922; page 17.

Intense Local Concentration Made This Dealer Campaign Successful; March 9, 1922; page 146.

Advertising for More Revenue in Smaller Units; March 2, 1922; page 17.

Wholesaler's Advertising Stirs Up Interest in New Invention; January 19, 1922; page 17.

Soap and Water as First Aid to Washing Machine Selling; January 19, 1922; page 101.

Vacuum Cleaner Manufacturers Plan Co-operative Campaign; December 22, 1921; page 56.

Squeezing New-Use Opportunities Dry; December 1, 1921; page 57.

Advertising for Repairs and Replacements to Bring Back Equipment Business; November 17, 1921; page 18.

How a Nation-Wide Business Was Built for Rawiplugs during 1921; November 3, 1921; page 125.

Emulate Leaders to Quicken Gainaday Sales; October 13, 1921; page 116.

Co-operative Advertising in the Electrical Industry; September 19, 1921; page 85.

Advertising Creates Responsibility in Lighting Fixture Business; September 8, 1921; page 17.

New Line for Packaging and Trademarking Being Explored; September 8, 1921; page 77.

Bases Big Drive on New Uses Rather Than Low Prices; July 28, 1921; page 17.

Western Electric Company Finds a Way to Collaborate; May 12, 1921; page 25.

Dealer Helps Pay Cost of Special Hot-point Drive; April 28, 1921; page 134.

Increasing Sales by Advertising the Industry; March 24, 1921; page 49.

A Scientific Scale of Discounts to Jobbers; March 3, 1921; page 44.

Selling Executives through the Workmen's Well-Being; March 3, 1921; page 132.

G. E. Merchandising Specialists Carry Sales Messages to Dealers; February 10, 1921; page 148.

Protecting Expiration of Patent Rights by Advertising; February 3, 1921; page 81.

Aug. 10, 1922

Relation of the Prize Contest to Sales; February 3, 1921; page 41.

National Lamp Works Helps the Dealer to Help Himself; January 27, 1921; page 52.

Putting Over Technical Facts to Women; January 27, 1921; page 49.

Advertising Practices in the Electrical Industry; (this article lists sixty-four previous references on the subject); February 3, 1921; page 95.

## When American Tel. & Tel. Sends Dividend Checks

The details involved in keeping the stock books of a big corporation and mailing quarterly dividend checks are beyond popular realization. In discussing this matter, an official of the American Telephone & Telegraph Co. said: "Our dividend payment July 15 involved 203,840 checks."

"Filing in data as to the payment on the card-index record of stockholders took 40 employees eight and one-half days, off and on. It is necessary from time to time to shift employees that the job may move smoothly."

"The first operation involving the checks is printing names and addresses on them with machines using a stencil. A transparent envelope permits the use of the name and address on the check for mail address. Eight employees, using eight machines, did this work in five days.

"Filling in amounts—in figures and in full—took 32 employees with eight check-writing machines nine days.

"Comparing checks with the ledgers required nine days and 90 employees. Eight operators totaled the amounts on eight adding machines in nine days.

"To balance checks with the ledgers took 50 employees five days. Stockholders are divided alphabetically into 50 sections.

"To sign checks a ten-pen 'signagraph' is used. Checks are fed into the machine in sheets of five by a boy and signed by two assistant treasurers, alternating during six and a half days.

"Enclosing checks in envelopes occupied 155 employees from time to time four days. Ten employees worked three hours putting envelopes in 55 No. 1 United States mail sacks. Six porters carried them to a truck for shipment.

"A postage meter seals the envelopes and marks them with a notation accepted in lieu of a stamp.

"About 140 employees regularly record stock transactions. When dividend checks are being prepared, this force is increased from other departments."—*The Wall Street Journal.*

## Robert A. Hardy with du Pont

Robert A. Hardy has resigned from the sales service department of the Winchester Repeating Arms Co., New Haven, Conn., to take charge of the dealer service and sales-promotion department of the paint division of E. I. du Pont De Nemours & Company in Philadelphia.

## Who Is the Oldest Reader of "Printers' Ink"

JOSEPH RICHARDS COMPANY  
INCORPORATED

Founded in 1874  
New York, August 4, 1922.

*Editor of Printers' Ink:*

I am quite sure I read the very first number of *PRINTERS' INK* despite the fact that I have no documentary proof. But I know at that time, occupying as I did a responsible position in a large competing advertising agency, viz., that of James H. Bates, we were keen to see anything that George P. Rowell did.

I very well remember how we made fun of what we thought was the dinky little house-organ of Ripon's and an advertising agency directory, all owned by Mr. Rowell, but it wasn't long before we came to respect it in a very wholesome fashion, and that too, long before it passed out of Mr. Rowell's hands. From that day to this I have been an increasingly constant reader of *PRINTERS' INK*.

I have always had a little fight with you people because I thought its dimensions prevented its doing justice to advertising, but when you began to publish the *Monthly*, just to please me, I found myself completely in accord, so that now if it doesn't arrive on my home table on time I interrogate Mrs. Richards as to whether it has been misplaced.

The date of my first subscription I cannot give you; indeed, I would rather you wouldn't press me about the matter, so far back does it carry me.

J. A. RICHARDS.

Rutherford, N. J., Aug. 4, 1922.  
*Editor of Printers' Ink:*

If I ever saw *PRINTERS' INK* before the fall of 1890, I have no clear recollection of it. Late in 1890 I bought the Indianapolis *Leader*—the weekly populist organ of Indiana—and *PRINTERS' INK* came to the office regularly. From that time on I was an addict.

I began to advertise in *PRINTERS' INK* some time in 1892, or early in '93 and in September, '93, largely as a result of that advertising, I moved to New York and set up shop as an advertising writer in the Vanderbilt Building.

Mr. Rowell and Mr. Romer encouraged me to write for *PRINTERS' INK* and I continued the advertising. Within an incredibly short time I began to make what was then, to me, an unbelievable amount of money.

There may be those who have read *PRINTERS' INK* longer and more studiously than I have, but I doubt if there is one whose life and progress has been more influenced by it.

Those were great days at 10 Spruce.  
CHARLES AUSTIN BATES.

## A Slogan for the Candy Trades

The candy industry in the United States has decided on a slogan and an endeavor is being made to have all makers, jobbers, dealers and retailers of candies use it in all forms of their advertising. The slogan is, "Everybody Likes Candy."

THE  
**ERICKSON COMPANY**

*Advertising*

**381 FOURTH AVENUE, NEW YORK**



If you want to know about our work, watch  
the advertising of the following products:

BON AMI  
CONGOLEUM RUGS  
VALSPAR VARNISH  
INTERWOVEN SOCKS  
GRINNELL SPRINKLERS  
WELLSWORTH GLASSES  
McCUTCHEON LINENS  
BARRETT EVERLASTIC ROOFINGS  
PETER SCHUYLER CIGARS  
TERRA COTTA  
TARVIA  
IMPORTERS & TRADERS NATIONAL BANK  
WALLACE SILVER  
CARBOSOTA  
NEW-SKIN  
BERNHARD ULMANN CO.  
(ART NEEDLEWORK PRODUCTS)  
"QUEEN-MAKE" WASH DRESSES  
BARRETT SPECIFICATION ROOFS

What we've done for others we can do for you.

# McLAUGHLIN & COMPANY

*Announces  
Lloyd Maxwell  
as its president*

*-and a change in the  
corporate title  
of the company  
to*



**MAXWELL-MCLAUGHLIN  
& COMPANY**  
*Advertising*

30 NORTH MICHIGAN AVENUE - CHICAGO

LLOYD MAXWELL, President      E. H. WILLIAMS, Vice-President  
H. J. McLAUGHLIN, Secretary and Treasurer

Refine

LAT in of the State tiseme to the Ohio." the 19 paugh. the amistake the mcarried of an dealer entitle to the barrag indicat thousan been o the a State. usual sentati tinct i even line, the di an im indust

The advertising close of the salesma

This was b  
1. The Red the m  
tive a funda

2. T  
the q

From  
McCan

# The Automobile Dealer Helps Spread Gasoline Facts in Ohio

Refiner Distributes an Educational Booklet, through Dealers, with Help of Advertising

By Raymond Atwood

LATE in April there appeared in twenty-two daily newspapers of the nine largest cities of the State of Ohio a dominating advertisement headed "An Open Letter to the Automobile Dealers of Ohio." It was the opening gun of the 1922 Red Crown Gasoline campaign. It was aimed right through the automobile dealer and at a mistaken but dangerous notion in the mind of the car owner. It carried a heavy charge in the form of an offer to all automobile dealers of a supply of booklets entitled "Gasoline" for distribution to their customers. That this barrage has carried its objective is indicated by the fact that many thousands of these booklets have been distributed to car owners by the automobile dealers of the State. We have here the very unusual spectacle of the sales representatives of a separate and distinct industry, many of them not even stocking Red Crown Gasoline, voluntarily, co-operating in the distribution of the publicity of an important member of the oil industry.

The whole story reveals an advertising plan that enlisted the close and enthusiastic co-operation of the entire corps of Standard Oil salesmen to push it to success.

This plan in its simplest terms was based upon two conclusions:

1. That the previous policy of Red Crown advertising—to give the motorist interesting, constructive and useful information—was fundamentally sound.

2. That the common practice of the automotive trade in decrying the quality of present-day gasoline

was of decided and marked disadvantage to *all* refiners, but more particularly to those who, like The Standard Oil Company of Ohio, made no claim of supplying a so-called "high test" product.

The keynote of the campaign was educational—it sought to convince the consumer that, actually, gasoline quality had kept full pace with the improvement of the power unit and to this end it sought first the co-operation of the automobile dealer and his salesmen.

Motorists are no less prone than other classes to accept a popular, but mistaken idea and it has been their practice for some years to sadly agree that the days of good gasoline were gone and that they were forced to put up with an inferior product. Few have stopped to really investigate the condition and to learn the facts and fewer still have stopped to think that actually the motor cars of today are carrying their passengers and their goods a greater number of miles on a gallon of gasoline than did the cars of five and ten years ago.

In searching for an effective use of its advertising space for 1922 The Standard Oil Company of Ohio, came to the conclusion that it would perform a service if it could disseminate among motorists and car owners a better understanding of present-day gasoline and how its proper use and the proper condition of motor equipment would increase the economy and efficiency of car operation. The Standard Oil Company was fully aware of the successful efforts of automobile manufacturers to increase the efficiency of their engines, but it was also aware that automobile dealers and salesmen in

From "The Quarterly," The H. K. McCann Company.

their efforts to display the efficiency features of their cars were prone to bring in as an argument what they termed the low grade of gasoline supplied today. It seemed logical, therefore, that the more or less popular conception of gasoline held by motorists was influenced to a great extent by automobile and truck dealers and their salesmen.

A plan was drawn up, which aimed not only to lay the facts about gasoline before the automobile trade, but to secure their unstinted co-operation in passing on this information to their customers generally.

The first step was the preparation of a really comprehensive booklet on the subject of gasoline. This booklet shows that automotive engineers and oil refining experts have collaborated and co-operated in the effort to insure the operation of the tremendously increasing number of motor cars in the face of a relatively small increase in production of the crude oil from which gasoline is refined. In following chapters the booklet deals with the properties of gasoline, how it is refined, how it turns to power in the automobile cylinder, the standards by which it is measured and how its proper use is affected by mechanical and driving conditions. The booklet closes with a suggestion that the motorist choose one good gasoline and then use that brand exclusively. Rules for safety in handling of gasoline are also given.

No mention of The Standard Oil Company of Ohio, or of its product, Red Crown Gasoline, is made in the text of the booklet. A short note on the title page credits the preparation of the material to The Standard Oil Company and on the back cover is reproduced a view of a typical Standard Oil service station.

The newspaper advertisement referred to above and directed at the automobile dealers of Ohio expressed The Standard Oil Company's recognition of the efforts made by automobile manufacturers to increase the efficiency of their cars and the efforts of dealers to

give their customers a greater degree of service and satisfaction.

The advertisement then explained that in the booklet, "Gasoline," and in subsequent newspaper advertisements The Standard Oil Company hoped to create a better understanding among motorists of automobile construction and operation. The belief was expressed that automobile dealers would be glad to co-operate in this movement and they were advised that copies of the booklet were being mailed to them.

On the same day that this advertisement appeared a letter with a copy of the booklet attached was mailed out to the 2,300 automobile dealers of the State. The letter again explained the nature of the campaign to follow.

This letter was followed by personal visits of Standard Oil salesmen to all automobile dealers. Three weeks' time was allowed for this work. The salesmen carried complete portfolios of the newspaper advertising and quantities of the booklet. If necessary, they again explained the idea behind the campaign and took orders for booklets. This work was remarkably successful. Practically all automobile dealers approached were willing to co-operate, and thousands of the booklets have been distributed through their salesrooms and service departments. One large distributor of a popular car in Cleveland supplied quantities of the booklets to all its dealers in northeastern and eastern Ohio.

At the end of the three weeks' period, and just before the general newspaper campaign was to start, a second letter was sent out to all automobile dealers reminding them that the newspaper advertising was starting and suggesting that they secure additional quantities of booklets if they were required.

In the nine large cities, one 60-inch advertisement was used, and ten 48-inch advertisements running once a week for ten weeks. This series took up practically the same subjects covered in the booklet. Subjects of individual advertisements were

greater action,  
in ex-  
"Gas-o-  
spaper  
rd Oil  
better  
ists of  
and  
as ex-  
dealers  
in this  
dvised  
were

adver-  
with a  
d was  
mobile  
letter  
of the

y per-  
sales-  
dealers.  
ed for  
carried  
news-  
ies of  
they  
elund  
s for  
mark-  
y all  
ached  
and  
have  
their  
part-  
or of  
plied  
all its  
stern

eeks'  
neral  
start,  
o all  
them  
was  
they  
of  
L.  
one  
ised,  
ents  
ten  
prac-  
ered  
in-  
vere

# Do Small Town People Play?

Yes, to a growing extent, but they crave new suggestions on *how and what to play*.

Labor saving devices in the home and field are giving more time for Recreation.

Most rural magazines are of a business nature, but

***People's Popular Monthly***

fits into this relaxation need.

Fascinating fiction, picnic menus, interchange of ideas for community fun, make up a large part of the editorial contents of this magazine.

Readers are apt to be in a receptive mood for an advertiser's message.

# People's Popular Monthly

Aug. 10, 1922

Aug. 10,

"What Gasoline Is," "Use a Lean Mixture," "Are Your Piston Rings Tight?" "Soft Tires Waste Power," "Excessive Friction Is a Costly Load," "Gasoline Safety Measures," etc. Each advertisement offered the booklet "Gasoline" free if called for at a Red Crown Service Station or at a Red Crown dealer's. Although the twenty-two newspapers used in this major part of the campaign have a wide circulation throughout the State, a smaller campaign was conducted in 117 Ohio cities and towns where The Standard Oil Company maintains service stations. These advertisements occupied twenty-inch space each. The theme of the larger advertisements was followed, however, caption and brief copy carrying out the thought for economy and efficiency. Each advertisement indicated that the complete story of proper car operation could be obtained if the reader secured a copy of "Gasoline" from a Standard Oil station or dealer.

As the campaign progressed a number of new opportunities presented themselves. Automobile clubs offered to, and did, distribute booklets to their members through their club rooms and license bureaus. Two technical schools and one high school in Cleveland adopted the booklet for use in their automotive and technical courses and have expressed a preference for the booklet in view of its clear exposition of the subject. Numerous publications, in both the automotive and newspaper field reproduced sections of the booklet on their editorial pages. A great deal of comment on the campaign has been made both within the oil industry and outside, all indicating that the constructive nature of the advertising message added to its effectiveness.

Perhaps one of the most important benefits of the campaign has been its effect upon the sales and distributing organization of The Standard Oil Company itself. It has served to give employees a clearer picture of the requirements of gasoline, as well as of the advantages of their own product.

One thousand portfolios displaying the entire campaign, as well as copies of the booklet, were placed in the hands of all salesmen, service station attendants and bulk station agents.

The Standard Oil Company does not expect, of course, that the campaign will have altogether corrected the misconception that many motorists have held about gasoline. It believes, however, that something has been accomplished in that direction and that the source of this misconception, the automotive trade, has been given a much better understanding of the condition.

To Standard Oil Company officials and salesmen is due a large share of the credit for this campaign. It takes not a little of vision and of courage to back broadgauged, educational advertising of this nature. The success of the advertising is a tribute to their faith in the plan.

### The Negro as a Publisher

A total of 127 publications in America are owned and directed by negroes, according to statistics recently completed by the Department of Labor, Washington, D. C.

A report just made public shows that 113 are newspapers and 14 are magazines. Altogether 1,300 workers, including sixty-one white employees, are engaged in their publication. Ninety-six are secular, twenty-three religious and eight fraternal, published daily, weekly and monthly.

### Anderson Foundry Account with Osten Agency

The Anderson Foundry and Machine Company, Anderson, Ind., has placed its advertising account with the Osten Advertising Corporation, Chicago. Trade papers will be used for this account immediately to be followed by a national consumer campaign on Anderson oil engines.

### Returns to Newspaper Work

After an absence of a year and half, L. L. Putnam has returned to the Santa Rosa, Cal., *Republican* as advertising manager. During his absence Mr. Putnam was manager of the Cotati Speedway, just out of San Francisco.

Robert F. Rehm, recently with William Green, New York printer, is now with the Johnson City Publishing Company, Johnson City, N. Y.



## Responsibility for your salesmen's samples

During how much of the time are your salesmen's samples protected against loss or damage?

A North America Commercial Travelers' Policy offers you broad protection. Prompt payment of claims.

Write for further details, enclosing the memorandum printed with this advertisement.

*Any insurance agent or broker can get you  
a North America Policy*

## Insurance Company of North America PHILADELPHIA

*The Oldest American Fire and Marine Insurance Company*

Capital \$5,000,000 Founded 1792



### MEMORANDUM (Mail at once)

INSURANCE COMPANY OF NORTH AMERICA Dept. W810  
Third and Walnut Streets, Philadelphia, Pa.

Send full information regarding Commercial Travelers' Insurance

To \_\_\_\_\_ (Name)

Firm \_\_\_\_\_

Address \_\_\_\_\_

# Giving the Consumer Booklet a Real Literary Flavor

The Newer Type Seeks First to Provide Readability

By W. H. Heath

**W**HAT does it advertise?" asked a woman recently, after reading through a booklet that was received in the morning's mail. The contents had aroused her interest, and she allowed the kitchen responsibilities to cool, as she perused the story—and story it was. This, it seems to us, is taking the thing a little too far, for the piece of printed matter was intended to be an advertisement.

However, the advertiser is learning that there is a happy medium in such matters, and that the booklet that is read leans to the telling of a story, with the manufacturer's message subdued and made secondary.

As a rule, these booklets are written around a popular theme and one that will be eagerly read for the information contained in them. Never do they commence with pure and simple advertising talk.

A brochure for Colgate's Cashmere Bouquet bears the title, "The Story of Fragrance," and is just the sort of a beautifully written and sentimental literature that women will read. Were it to start off with a view of the Colgate plant and lead through the mazes of manufacturing chemistry, concluding with the manufacturer's own tribute to himself, the reader interest would unquestionably be lessened. As it is, the salesmanship takes place by inference and is far more potent and convincing because of its modesty in the telling. The reader is impressed, too, by a statement that the illustrations for the advertising in general, were actually painted from sketches made in the Vale of Cashmere.

A booklet issued by The Southern Cypress Manufacturers' Association steps aside from past

conventions in printing and editing and must be read because of the material it contains, written alluringly. This little volume, "The Pergola Book," aside from its story, holds eight working plans, following which almost anyone can build his own pergola.

Finding a new angle, a new "talking slant," for the booklet is one of the secrets of success. The title, too, should be less commercial than in the olden days. It was once customary in issuing a booklet for an automobile to attempt little more than a conventional showing of the car in various positions, different models, and a technical description of them. The newer mode is expressed in the latest Wills Sainte Claire booklet, bearing the odd title, "Fourteen Unseen Things in the Wills Sainte Claire."

The same old subject is approached from a new angle. Curiosity is aroused. The copy is constructed from a literary standpoint with an eye to making it readable.

#### THIS ADVERTISING BOOKLET HAS REAL VALUE

The one booklet that has proved most popular with the greatest number of readers, for a traveler's check house, did less talking about foreign exchange and the value of the system, than about other matters of urgent interest to those anticipating a trip abroad. This book told you how to go about your plans—the passport, the visés in foreign countries, handling of luggage, what to wear, cure of seasickness, hotels in strange places, life aboard ship, etc. It was so packed with meat that it would be one of the things the recipient would carry around with him until it was in shreds and tatters.

Real

# ADVERTISING

## *Seasonal Business and Advertising*

IN certain industries, the greater volume of business is done during brief periods. Yet overhead costs continue unabated throughout the year.

AS long as nature is so organized and people are influenced by seasonal changes, it is likely that certain businesses will have their peaks and valleys.

But our minds are not so limited. We anticipate the seasons and our activities.

We are sold ideas oftentimes

months in advance of our buying.

Far-sighted advertisers know sales are often concluded months before the actual purchase takes place.

Can you not keep your goods constantly before the public to sell them in and out of season? Employ national advertising!

THE MOSS-CHASE CO., Niagara Life Bldg., Buffalo, N. Y.

# MOSS-CHASE



# "B" in Boston

Aug. 28-Sept. 2

## Direct by Mail Advertisers

At this Exposition you will not only see the latest machinery of the printing and allied industries in actual operation from the raw materials to the finished product, but there will be on exhibition in the "Honor Hall" the finest examples of printing from the leading printers of the world and some of the most successful direct by mail campaigns with samples of the advertising and facts and figures showing the cost and results obtained.

No other exhibition ever had such a display and you will profit much by attending this Second Educational Graphic Arts Exposition to be held in Mechanics Building, Boston, for one week, August 28 to September 2, 1922.

The above space is gladly contributed by this concern to boost the Exposition and we will be an exhibitor at the show.

***THE CLEVELAND FOLDING MACHINE CO.***

GENERAL OFFICE AND FACTORY: CLEVELAND

Almost a perfect example of the kind of booklet that people really will read from cover to cover, has just been issued by The United States Rubber Company, in behalf of "Keds." Its title is, "Outdoor Games for Children."

It takes up not its own story first, but entertainment for the youngsters. New and old games are described in a delightful way. It is a book that every mother will want to have tucked away for an emergency. Never once, during the reading of it, are you conscious of an advertising lecture. It is not an advertisement in the true sense, although, at its conclusion, every parent, every growing boy, is sold on the idea of a special shoe for these outdoor sports.

A remarkable booklet is now on the press for a new household preparation, useful in many ways. There are more than 300 illustrations, and every use to which the preparation can be put is visualized. If it falls into the hands of one unable to read—a foreigner, for example—it will deliver its complete message just the same, through the eye. Costly? Yes, but pays its way at every step.

"The Wonder Book of Lead" has proved a successful printed piece for The National Lead Company. It was not so much salesmanship as it was a thoroughly literary treatise on the unusual uses of lead.

This continuation of a policy adopted in the company's magazine advertising was attractive to the reader from the first printing.

It is characteristic of the more modern type of booklet that it has charm, individuality of style, form, manner. It frankly admits that it is not imitating the salesman behind the counter and is rather proud of the fact.

It should also be remembered that in the majority of cases, there is no easy start in the case of the advertising booklet. The public is supposed to write for it, and conventional titles, illustrations, atmosphere, are not apt to bring this about. The selection of the title of a mailing piece has grown to be one of the most vital of all the problems.

*In  
Bridgeport,  
Conn.*

**98%**

Advertising and distribution must go hand in hand. 98% of Post-Telegram circulation is within an easily covered 13-mile radius.

A good salesman can in two days put your product within reach of every buyer. The Post-Telegram—with a paper for every five persons in the radius—can tell all the consumers about it overnight.

I. A. KLEIN  
50 East 42nd Street  
New York  
Ft. Dearborn Bk. Building  
Chicago

*The  
Post-  
Telegram  
Only A. B. C.  
Papers*

Aug. 10, 1922

The too "literary" magazine advertisement may be misguided, but the booklet is stronger when it is less a catalogue and more a piece of exceedingly interesting reading.

### Car Strike Gives Picture House New Copy Angle

Chicago's tie-up of surface and elevated roads has given the motion-picture house something different to advertise. Balaban & Katz, operating the Chicago and Roosevelt theatres in the "loop" district of Chicago, used large space in newspapers last week to sell their theatres to the public as places to wait and be amused in while the rush is on. With every transportation resource working overtime between 5 and 6 in the evening, to carry home the crowds, Balaban & Katz urge strike-bound Chicagoans to drop into one of their theatres until traffic is less congested.

"Keep Out of the Home-Going Mob Tonight," advised one of the pieces of copy on the first day of the strike. "Wait downtown until this tortuous, slow-moving rush is done. You can go home later in 'uncrowded' cars and jitneys. Eat an early dinner—then walk 'round to a Balaban & Katz downtown theatre, where the seats are wide and easy, the air fresh and cool, the programmes the best that world-scouring experts can find—latest photo dramas, stage spectacles and music art."

"See the whole show at either The Chicago or The Roosevelt Theatres. Then go home at 8.15, while there is still light in the sky and when you can travel in comfort and freedom from mobs."

### Seeks Light on a Slogan

RUCHE-COOPERSMITH BED CO.,  
SLEEPING EQUIPMENT  
SCIENTIFICALLY CONSTRUCTED

ST. LOUIS, Mo., July 28, 1922.

#### *Editor of PRINTERS' INK:*

Would you be kind enough to tell us if the name "Rest Assured Line" would be an infringement on any other copy-right?

We are manufacturers of bed springs, beds, daybeds, folding cots and cribs. Any information you can give us will certainly be appreciated.

RUCHE-COOPERSMITH BED CO.,  
L. H. GOLDMAN,  
*Sales Manager.*

### New Dentifrice to Be Adver- tised in Canada

A new dentifrice is to make its appearance on the Canadian market bearing the name of Calsodent, made by the Calsodent Company, Limited, New York and Toronto.

R. C. Smith & Son, Limited, Toronto advertising agency, has obtained the account and it is planned to launch a newspaper campaign by zones.



# W.S.HILL Company

## Complete ADVERTISING Service

Research  
Merchandising Plans  
Magazines  
Newspapers  
Painted Bulletins

Posters  
Trade Paper Copy  
Window and Store Display  
Trade Mailing  
House Organs

8 West 40<sup>th</sup> St  
NEW YORK

Vandergrift Bldg  
PITTSBURGH

ST.  
MI.  
Pl.



## This Book Makes You a Color Expert



WHERE can you discover different color combinations? How can you be sure they're right?

*The Strathmore Grammar of Color.* This monumental work gives 90 different color combinations.

These 90 combinations are on 16 different kinds and colors of Strathmore Cover stock. And each is in correct balance and harmony. 1000 more combinations can be secured with the supplementary sheets furnished.

A. T. De la Mare, Inc., of New York, write: "We find the Color Grammar one of the finest means of obtaining harmony on cover stock, in minimum time."

Next time you want "something distinctive" simply reach for the Grammar of Color. It will quickly give you the right suggestion, and guide the press-room foreman in getting the desired effect.

### Mail the Coupon

A Strathmore representative will call with the book and show you how it can be used. No obligation. Mail the coupon today. Remember—the Grammar of Color is a scientific book that's 100% practical. For Printers, Designers and Advertisers.

## STRATHMORE'S *GRAMMAR of COLOR*

STRATHMORE PAPER CO.,  
MITTINEAGUE, MASS.

Please have a Strathmore representative call and demonstrate the Grammar of Color.

Name ..... Address .....

# Why You Need— The Milwaukee Sentinel

Happy experience of the American Express Company in Milwaukee. The following is quoted from a recent letter to the Sentinel:

*"We know that you will be glad to hear that eighty per cent of the Wisconsin people now registered learned of our cruise through our advertisements in 'The Milwaukee Sentinel.'"*

The above testimony is conclusive proof of the remarkable purchasing power of Sentinel readers.

## THE SENTINEL

MORNING

EVENING

SUNDAY

Wisconsin's Greatest Newspaper

National Advertising Representatives

WILLIAMS, LAWRENCE AND CRESMER CO.

New York      Chicago      San Francisco      Los Angeles

Aug. 1

How

A N  
that ca  
in fo  
sought  
each p  
This  
Compa  
the co

A  
tive,  
the  
conci  
the  
New  
with

traffic  
was ad  
for ex  
it a lo  
mann

"Wh  
sudden  
a doze  
you ne  
amount  
the tr  
Fisk C  
Boston  
out."

This  
signed  
that is

M

M. A.  
Street  
cently  
Lord &  
win.  
York.  
of the  
auditor.

## How Fisk Applies the Local Touch

A NATIONAL advertiser, in a recent newspaper campaign that called for copy simultaneously in fourteen metropolitan cities, sought to impart a local touch to each piece of copy.

This advertiser, the Fisk Rubber Company, obtained that effect for the copy by taking up some local

### The Fisk Cord

**A**BIG tire, double-locking and safe. A resilient tire, with the grain of your riding. A strong tire, with the stamina that gives long life under the strain of the brakes and the jar of the sudden stop in New York driving. An economical cord tire in the beginning, surprisingly so at the end.

Never buy any tire without first comparing it with a Fisk Cord.

There's a Fisk Tire of extra value in every size, for car, truck or speed wagon.



traffic peculiarity in the city that was addressed. In its Boston copy, for example, this advertiser gave it a local touch in the following manner:

"When you start quickly, stop suddenly and slam your brakes on a dozen times within a few blocks you need a cord tire with an extra amount of thick, lively rubber on the tread—which explains why Fisk Cords are first choice with Boston drivers who figure things out."

This copy was not inserted nor signed by the dealer, but was copy that is classed as "national."

M. A. Halloran with  
A. O. Goodwin

M. A. Halloran, for twelve years with Street & Finney, Inc., and more recently with the New York office of Lord & Thomas, has joined A. O. Goodwin, Inc., advertising agents of New York. Mr. Halloran will be manager of the production department and auditor.

We know Cincinnati

THE national advertiser or agency wishing to acquaint himself with the Cincinnati market is invited to write, wire or call on us for any information desired.

The Post has close contact with brokers, jobbers and retailers.

We can be helpful in securing distribution or checking up sales in Cincinnati.

## The Cincinnati Post

A Scripps-McRae Newspaper  
Member A.B.C.



# A Sugar Coating for the Too-Positive Sales Letter

Making Up the Mind of the Prospect vs. Leading Him to Think as You Do

By E. P. Corbett

**W**E are told that the ups and downs of business come in cycles. First, there is a wave upward, then a slight depression, then another upward wave until the peak is reached. Then begins the descent. So it is in the methods used in selling, whether by personal solicitation or by letter. We run in cycles. We follow the leader, for the most part, abandoning one method for another as a thinker shows the way. Sometimes we follow blindly and, when our eyes become opened, are glad to go back to the way of yesterday.

There was a time when our letters were of neutral tint. We "begged to announce," etc. Then we learned that an upright posture was more becoming and we quit begging. That is, most of us did. There are still some who beg. But we weren't quite sure of ourselves, so we prefaced almost everything with an "if" or a "perhaps," or some other wishy-washy term. We made it easy for the prospect to decide that he wasn't interested in the thing we were trying to sell him.

Finally some massive brain saw a great light. It was duly proclaimed that our letters must be positive in tone. We were using suggestion, and suggestion should be driven home positively. This was certainly an improvement on some of our former ideas and it was eagerly grasped by writers of sales letters. We did not reason—we proclaimed. We told the prospect all that we thought necessary for him to know and left him nothing to do but send in his order.

It cannot be denied that the positive tone is a good thing. It works in a great many cases. It works on the principle that if the average man is told a certain thing

enough times he will finally believe it. It is suggestion of the hammer variety and it does work. But there is a frightful waste of time, money and sales effort.

This method demands follow-up after follow-up. It is business hypnotism. All selling is done through suggestion in some form, but there are different ways in which suggestion can be administered. We are informed that children cry for Castoria, but that is because the working ingredients are covered by a pleasant taste. In other words, the potion is made palatable and consequently there is nothing that evokes resistance.

Isn't this positive tone over-worked? Why cannot our letters hide the dynamite under a sugar coat? We shall always use suggestion, but why use it in so apparent a manner that the prospect knows just what we are doing? More than that, why excite sales resistance by letting the prospect see that we depend upon convincing him rather than upon his good sense? Of course, he's got to be convinced, but let's lead him to convince himself instead of figuratively taking him by the throat.

#### IMAGINE THIS TALK BY A SALESMAN

What would happen to the salesman who strolled into a man's place of business, buttonholed his prospect and addressed him thus:

"Mr. Brown, I am prepared to save you 50 to 75 per cent on all the flavoring extracts you use. I can at once furnish you with a complete set of guaranteed formulas for making your own flavors and saving all you've been paying the flavor makers."

"My business for years has been the manufacture of pure extracts. Therefore I know how the best are made and just what they

# *From the Best Sellers*

**G. E. DANIELS**

Daniels Motor Co., Reading Pa.

"We think a great deal of your magazine and look upon it as a very valuable medium."

**E. R. FIFIELD**

Fifield & Stevenson, Chicago, Ill.

"I do not think there is any question in anybody's mind but that it is the foremost publication of its kind in the country today and I do not believe there is anything you can say for it which I have not already said."

**H. F. SHIVERICK**

The Tobey Furniture Co., Chicago, Ill.

"I am glad to write you that I enjoy and read TOWN & COUNTRY as much as any publication I get. Your editorials, especially during the war, have been exceedingly good. I almost always read Herbert Reed's articles and the pictures of houses and the articles about them are always interesting."

**L. E. FIRTH**

H. K. McCann Co., New York City

"In range of interest and in form, I think it is just about the high water mark. To me it is one of the three most interesting and individualized periodicals in the country and the other two are not in your field."

During 1921—an off year—16 jewelry firms used of our space 53,676 agate lines.

# *Town & Country*

8 WEST 40TH STREET • NEW YORK

CHICAGO: Wrigley Building  
BOSTON: 127 Federal Street

LONDON: 20 Maddox Street  
PARIS: 60 Rue Caumartin

ou Do

ly be-  
of the  
work.  
ste of

ollow-  
ness  
done  
form,  
ys in  
minis-  
that  
t that  
dients  
taste.  
made  
there  
tance.  
over-  
etters  
sugar  
sug-  
o ap-  
spect  
going?  
sales  
spect  
ncing  
good  
to be  
m to  
the

SMAN  
sales-  
man's  
d his  
thus:  
ed to  
on all  
use. I  
with a  
formu-  
avors  
aying

has  
e ex-  
w the  
they

Aug. 10, 1922

Aug. 10,

# Again FIRST in AMERICA

*Largest Volume  
of Advertising  
(both classified and display)  
For First 6 Months of 1922  
of Any Newspaper  
in United States  
(13,256,740 Agate Lines)*

## Los Angeles Times

Eastern Representatives: Williams Lawrence & Cressner Co.,  
Harris Trust Bldg., Chicago—225 Fifth Ave., New York.

have been  
cause of  
ence, I  
you a co  
formula  
will be s  
of absol  
back.

"You  
lect this  
and inc  
that you  
however  
formula  
this ca  
promptly  
pure on  
from th  
find it  
ever bou

"The  
your ow  
dreds o  
that mo

There  
sent out  
ing for  
bakers.  
Perhaps  
I repeat  
sult if  
such a  
letter fr  
"positive"

It can  
ter is "p  
opening  
naturally  
the man  
to 75  
tainly  
question  
Back co  
a set of  
own. F  
satisfact  
our sell  
tell abou  
he know  
position.

The p  
that he  
the opp  
this point  
chance  
But now  
ously ma  
the pros  
order at  
mail a  
immedia

have been costing you. Also, because of my manufacturing experience, I am in a position to offer you a complete set of fruit-flavor formulas for \$25. These formulas will be sold you with the guarantee of absolute satisfaction or money back.

"You can hardly afford to neglect this big opportunity for saving and increased profits. In order that you may be perfectly satisfied, however, before you buy this set of formulas, I request that you mail this card *immediately*—it will promptly bring you a sample of pure orchard fruit flavor made from these formulas. You will find it as good as anything you ever bought."

"The time has come to make your own extracts and save hundreds of dollars annually. Mail that money-saving card today."

There's a sales letter that was sent out with the purpose of selling formulas for extracts to bakers. It isn't a bad letter. Perhaps it is a good letter. But, I repeat, what would be the result if a salesman were to make such a spiel? Let's analyze the letter from the standpoint of its "positiveness."

It cannot be denied that this letter is "positive." It starts with an opening statement that would naturally attract the attention of the man who uses extracts. Fifty to 75 per cent saving is certainly worth something. The question naturally arises, "How?" Back comes the answer—by buying a set of formulas and rolling his own. Formulas cost only \$25 and satisfaction is guaranteed. Then our seller of formulas goes on to tell about his business, how much he knows, and what he is in a position to offer.

The prospect is then informed that he cannot afford to neglect the opportunity offered. Up to this point, the prospect has had no chance to draw a long breath. But now our positive seller generously makes a concession and tells the prospect he needn't send in his order at once, but is requested to mail a card for a free sample, *immediately*. Note that "imme-

## CHAIN STORES

THEIR MANAGEMENT  
AND OPERATION.

HAYWARD AND WHITE

### —the first book on the subject!

**T**HIS book brings together for the first time the fundamental facts about chain stores—how they are organized—how operated. It sets forth the primary rules to be observed in conducting any chain enterprise as illustrated by the examples of those chains that have been most successful.

## CHAIN STORES

*Their Management and Operation*

By Walter S. Hayward and  
Percival White  
412 pages, 5½ x 8, illustrated,  
\$3.50, postpaid

**T**HIS practical, how-to-do-it manual will prove invaluable to every student of chain store methods. It has a special appeal for chain store operators and local store managers, as well as for the retailer wishing to extend his operations beyond the limit of one store.

CHAIN STORES covers thoroughly and practically every element entering into the organization and management of the modern chain store, from selecting the store site to raising the necessary capital for expansion.

It shows how and why the big chain organizations have succeeded and clearly points the way to those who would achieve a similar success in this very profitable field.

**Examine it for ten days FREE  
Just send the coupon**

### FREE EXAMINATION COUPON

McGRAW-HILL BOOK CO., INC.,  
370 Seventh Avenue, New York

You may send me for 10 days' examination  
Hayward and White's CHAIN STORES,  
\$3.50 net, postpaid.

I agree to return the book, postpaid, within  
10 days of receipt or remit for it.

Name \_\_\_\_\_

Address \_\_\_\_\_

Official Position \_\_\_\_\_

Name of Company \_\_\_\_\_

P.I. 8-10-22

dately."—The sentence in which it occurs and the one immediately preceding are the only ones in the letter so far that are not peremptory. There is a touch of conciliation, deference to the hopes, longings, wishes or what you will of the prospect, in these two sentences. But the seller quickly resumes his dominant attitude. He requests that the card be mailed—he demands that it be mailed immediately. Then he follows up by a positive statement that the time has come for the prospect to make his own extracts. The inference is that if the prospect were not a poor prune he would have known that without being told. Then, as a closer, comes the thundering command, "Mail that money-saving card today."

Far be it from this writer to say that the letter criticized is a poor one. It is a plain statement and right to the point. It has many excellent points about it. But suppose the same thoughts were ex-

pressed in a way that led the prospect to believe that it was a direct appeal to his reason and common-sense, would not the effect be better? In other words, are we not overworking the positive stuff? Is it not reasonable to believe that Tom, Dick and Harry have been so deluged with commands to do thus and so that they have become hardened to them?

It is conceivable that if a man were accustomed to being shouted at, he would be astonished at a whisper. If one plan of selling attack has become "old stuff" to prospects, it seems to this writer that it would be well to abandon the frontal attack and sneak in the back door. We know that the command drives home the suggestion in many cases despite the unconscious resistance of the prospect, who recognizes that he is being commanded to do something. So let's not abandon the command, but let's cover its nakedness and make it sound like something else.

## The KNIT GOODS GROUP



The Journals of the Knit Goods Trade

Published monthly  
by

THE KNIT GOODS PUBLISHING CORPORATION

321 Broadway, New York, N. Y.

# Resolute Ledger

Its wearing qualities stand firm against hard usage and the tests of time:—It's Resolute—that describes it: A medium grade ledger paper that gives 100% value for the price. Carried in stock at the mill in white, buff and blue and all standard sizes and weights.

*Note the Tear and Wear as Well as the Test*



## NEENAH PAPER COMPANY *Neenah, Wisconsin*

Makers of OLD COUNCIL TREE BOND, SUCCESS BOND, CHIEFTAIN BOND, NEENAH BOND, WISDOM BOND, GLACIER BOND, STONEWALL LINEN LEDGER, RESOLUTE LEDGER, PRESTIGE LEDGER

*Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes*

# Sales Executive

ONE of my clients, a long-established and reputable manufacturer and distributor, about to further expand its business, wants a sales executive. This man will direct the distribution of their product through dealers. His record must show successful sales management of a tangible commodity.

Age preferred, 35 to 45.

This is a big job. Do not apply unless you have earned more than ten thousand dollars a year. Negotiations will be carried forward in strictest confidence so that any man, whatever his present connections, is justified in making application. Applications will be considered by letter only.

**DR. KATHERINE M. H. BLACKFORD**  
*Originator of the Science of Character Analysis*  
**EMPLOYERS' ADVISER**

50 East 42nd Street

New York

The average man resents being told what to think and do. As a matter of fact, Mr. Average Man thinks and does what he is told to think and do, every day of his life, but as long as he does not know it he doesn't try to kick the roof off the universe. He may be a fool, but even in that case he likes to be treated as if he were of normal mental endowment. That is natural.

Suppose that same letter read like this:

Dear Mr. Brown:

Would it interest you to know how you could save 50 to 75 per cent on all the flavoring extracts you use?

Well, that's exactly what you can do. How? By letting us furnish you with a complete set of guaranteed formulas so that you can make your own extracts and save that extra 50 or 75 per cent that you've been paying the extract makers.

I've been manufacturing pure extracts for years and can absolutely guarantee your satisfaction with the formulas I furnish. With these formulas you can make extracts that will have no superiors on the market. They'll satisfy both you and your patrons. Think of the saving to you each year.

Here is a big opportunity for saving and increased profit. It's well worth your careful consideration. We do not ask you to take our word for anything. Just fill out the enclosed card and we'll be glad to send you a sample of pure orchard fruit flavor made from these formulas. You'll find it as good as anything you ever tasted, and you can make just as good by using our formulas.

The price of this complete set of formulas is only \$25. If they're not satisfactory in every respect, back goes your money. They will mean to you a saving of several hundreds of dollars a year. That's an item worth saving, isn't it? So just mail the card, get the sample, and then—back your judgment.

Very truly yours,

There's quite a bit of the positive in this re-write, but it isn't quite so obvious. The same sales points are covered but the velvet glove hides the iron hand. The prospect is told of an opportunity. The letter assumes that he possesses human intelligence and he is given a chance to exercise his right of free will. He isn't driven, he is led. The assumption in the letter is that the prospect might refuse to consider the offer, but as a man of intelligence and business acumen, it is entirely unlikely that he would refuse.

## When a Large Wholesale Grocery House

observes a sudden jump in its big Catholic institution orders for a particular food product and traces it to an advertising campaign in *The Messenger of the Sacred Heart*, no wonder they marvel at the power of our advertising columns.

## A Big National Advertiser Using 100 Mediums

of women's appeal writes us: "You continue to deliver business to us at a cost that places you among our first six mediums. Your readers seem to be particularly responsive to advertising and we wonder we did not sooner discover your medium and why many other advertisers do not discover it."

**THE REASON:** Women subscribers; large families; the huge Catholic institution market; highest human appeal; big secondary circulation.

# 300,000 GUARANTEED

(No Canvassers Employed)

## *Messenger of the Sacred Heart*

"Heart and Soul Appeal"

154 Nassau St., New York, N. Y.  
1048 Little Bldg., Boston, Mass.  
1419 Lytton Bldg., Chicago, Ill.

In the theatrical world there is a weekly paper whose supremacy is unchallenged. It is undeniably first and unquestionably foremost. It is

## THE BILLBOARD

Let us show you. Allow us to prove it. Permit us to substantiate these claims. The show world may be a much larger and important world than you suspect.

### THE BILLBOARD PUB. CO.

Member A. B. C.

<b>NEW YORK</b>	<b>CHICAGO</b>
1403 Broadway	35 S. Dearborn St.
Bryant 8470	Central 8480



Arkin  
Cut No. 91  
\$1.25

### Drive home

your sales message with speed and snap! Use Arkin pictures to put "kick" and "punch" into your Ads, House Organs, Direct-Mail Advertisements, Circulars, etc.—and sell more goods! Over 650 "peppy," pointed illustrations (for every purpose) in the new Arkin Cut Book. Now ready!

### A FREE OFFER

—to those who buy Arkin Cuts at any time—for the dollar you mail will be credited on your first order for only \$3 worth of cuts. Pin a dollar to this ad and mail it now! Send to

**ARKIN ADVERTISERS SERVICE**  
Dept. 10      422 S. Wabash Ave., Chicago

### Changing a Habit Overnight in London

By Thomas Russell

London Correspondent of PRINTERS' INK

A NEW "Safety-first" stunt has been pulled off at a day's notice by a concentrated effort to which I regret that paid space did not contribute.

Americans visiting this country know that we, alone of all nations in the world, turn to the left when diving: that is to say, we drive on the left side of the road and if we overtake a slower vehicle we pass on its right, whereas you and all other peoples do exactly the reverse. One result of this is that an American automobile or truck is rather awkward to use in London streets.

Theoretically, foot-passengers have always been deemed to reverse the practice of vehicles and to use the right-hand of the sidewalk; but in practice little attention is paid to this rule. Had it been followed, persons walking at the edge of the sidewalk would have their backs to the approaching traffic, and many accidents occur through people stepping off the curb to cross the road or pass someone in front, and being overtaken and knocked down by some vehicle which they failed to hear.

The London Safety-First Committee determined to substitute for the neglected "walk to the right" rule a recognized turning to the left. As this could only be accomplished by one big effort—for a slow changing over would create much confusion while the transitional state existed—the committee fixed a day for the effort, and enlisted all the help it could obtain. The project was news and had what our politicians call a "good press"; all the London dailies discussed it and backed the proposal in advance. They also ran reports and pictures on the day—July 3. No funds were available for paid space. But the principal advertising effort was direct and on the spot. In more than

Names,

# The Page Milline Contents of the 592 Leading Ad- vertising Mediums

also the lowest milline  
rate and one hundred  
other new things are  
to be found in

## Clip and Mail

H. M. JEFFERSON & CO.  
NILES, MICH.

Please send me free 7 sample  
pages of The Milline and  
Actline Advertising System  
by Benjamin Jefferson.

Name .....

Address .....

Coupon on Advt. written to  
Impelling Force No. 8

# The Milline and Actline Advertising System

By BENJAMIN JEFFERSON

If you have a young friend who wishes to  
succeed—get him this intensely practical work.  
Let him analyze the

## 72 Finest Actline Advertisements

of the year—shown here. One well-known  
\*advertising man said, "Compared with other  
works on advertising this book is worth \$500." Another nationally famous man writes, "The greatest thing that has happened in my life-time."

**WRITE TODAY FOR THE COPIOUS  
FREE SAMPLE SECTION**

The system is presented in a quarto, handsomely  
bound in leatherette, loose leaf. Price \$10.

\*Names, when asked for.

# Are You Getting Your Share of Business in New England?

FORTY PER CENT OF THE SAVINGS OF THE ENTIRE COUNTRY is credited to New England, although this territory has only SEVEN PER CENT OF THE POPULATION OF THE UNITED STATES. In other words, the purchasing power of the average New Englander is greater than that of the people living in any other section of the country.

Savings deposits in New England during 1920 and 1921 increased \$179,204,000 over 1919, according to a recent report of the Federal Reserve Bank of Boston, and during the same period the number of individual depositors was increased by 230,000. Here are the official figures:

YEAR	DEPOSITORS	DEPOSITS
1919	3,803,000	\$1,788,820,000
1920	3,968,000	1,929,017,000
1921	4,033,000	1,968,024,000

These figures prove that the New England Market is prosperous. Get your message before these consumers who have the money to buy your merchandise. The home daily newspapers of New England cover the entire territory thoroughly.

**SPRINGFIELD, MASS., UNION**  
Daily Circulation 56,055 A. B. C.  
Population 129,563, with suburbs 250,000

**WORCESTER, MASS.** TELEGRAM GAZETTE  
Daily Circulation 73,444  
Population 179,754, with suburbs 350,000

**PAWTUCKET, R. I., TIMES**  
Net Paid Circulation 23,824 A. B. C.  
Serves territory of 130,000

**BRIDGEPORT, CT.** POST TELEGRAM  
Daily Circulation 46,730 A. B. C.  
Population 150,000, with suburbs 220,000

**HARTFORD, CT., TIMES**  
Daily Circulation 45,229 A. B. C.—3c copy  
Population 138,036, with suburbs 373,000

**NEW HAVEN, CT., REGISTER**  
Daily and Sunday Cir. 32,537 P. O.  
Population 165,000, with suburbs 225,000

**NEW LONDON, CT., DAY (Evening)**  
Daily Cir. over 10,640 A. B. C.—3c copy  
Population 25,688, with suburbs 60,000

**PORLTAND, ME., EXPRESS**  
Daily Circulation 25,424 P. O.  
Member A. B. C.  
Population 69,169, with suburbs 75,000

**BURLINGTON, VT., FREE PRESS**  
Daily Circulation 10,889, A. B. C.  
Population 22,779, with suburbs 40,000

**MANCHESTER, N. H.** UNION and LEADER  
Daily Circulation 28,649 A. B. C.  
Population 75,063, with suburbs 150,000

**FITCHBURG, MASS., SENTINEL**  
Net Paid Circulation now 10,589  
Population 41,013, with suburbs 110,000

**LOWELL, MASS.** COURIER-CITIZEN LEADER  
Daily Circulation 20,419 P. O.  
Population 112,759, with suburbs 150,000

**LYNN, MASS., ITEM**  
Daily Circulation 15,504 A. B. C.—2c copy  
Population 99,198, with suburbs 125,000

**NEW BEDFORD, MASS.** STANDARD & MERCURY  
Daily Circulation 28,555 A. B. C.—2c copy  
Population 121,217, with suburbs 160,000

**SALEM, MASS., NEWS**  
Daily Circulation 20,023 P. O.  
Population 43,697, with suburbs 150,000

**EACH OF THE NEWSPAPERS here named is a power in its home community.**

0,000 places in London streets a white paint-mark, capable of remaining legibly visible for several days, was impressed on the pavement in Gothic letters and an arrow, thus:

**← WALK ON THE LEFT**

This injunction would have had far less effect without the news items which preceded and accompanied it. At the same time the London Underground Railways reversed the whole of their old walk-signs in tube and other stations. These have always read: "Keep to the Right." During Sunday night men pasted over them slips of paper reading "Keep to the Left." The Underground Company, always a generous supporter of Safety-first, considered that when people had to reverse the rule to which they had been made accustomed below the street, they would receive a sufficient jolt to be impressed by the duty of keeping to the left upstairs.

**Organizes Agency in Portland, Ore.**

The Arcady Company, Portland, Ore., which has been engaged in the printing business for twelve years, has organized a general advertising agency department. The officers of the company are: Joseph R. Gerber, president; John S. Jerome, vice-president; Ray D. Shinn, production manager, and Albion T. Gerber, secretary. Mr. Jerome was formerly head of the Jerome Advertising Agency, which consolidated with the Arcady Company.

**Cincinnati Agency Incorporates**

The Gordon Agency, Cincinnati advertising agency, has been incorporated as Gordon, Marx & Company, with J. P. Gordon and J. J. Marx as principals. Mr. Gordon has been conducting the agency for about a year. Mr. Marx was formerly merchandising manager of the Monitor Stove Company, Cincinnati, and later with the Kelor & Hall Company, Cincinnati.

**S. E. Stady with Hupmobile**

Stanley E. Stady has become associated with Harper & Harper, Philadelphia, in charge of sales promotion and advertising on Hupmobile. During the past year Mr. Stady was instructor in advertising at Temple University, Philadelphia, and prior to that was with the International Harvester Company in charge of advertising for the Eastern district.

# "Busy August!"

Lively merchandising transforms this midsummer month into one of the busiest months of the year, for the many meritorious establishments

in

## **PORTLAND MAINE**

Portland itself and its Casco Bay Islands form a summer resort of no mean proportions. It is also the "Gateway" to the Maine Lakes and seashore resorts. Thousands of visitors stop here en route.

Summer Advertising PAYS  
in the

## **Portland Express** **Maine's Largest Daily Circulation**

*The Julius Mathews Special Agency  
Boston—New York—Detroit—Chicago*

## **N.U. MEDILL SCHOOL of JOURNALISM**

Large faculty, all seasoned journalists as well as experienced instructors. Over half hold responsible positions on staffs of Chicago newspapers.

Frequent FREE Lectures during the year by eminent publicists from all branches of the profession.

Six Co-operating departments equipped to give broad background of knowledge afforded only by university association to those intensively studying in Medill School of Journalism.

### **PARTIAL LIST OF COURSES**

- Check Those Which Interest You
- Newspaper Reporting and Writing.
  - News Editing.
  - Dramatic Criticism.
  - Editorial Writing and Policy.
  - Newspaper Management.
  - Feature and Magazine Writing.
  - Writing for Business.

Clip out this advertisement, check the courses which particularly interest you, and attach to your request for free bulletins giving full list of courses, lectures, etc.

Address H. F. HARRINGTON, Director  
**MEDILL SCHOOL OF JOURNALISM**

**NORTHWESTERN UNIVERSITY**  
425 Harris Hall Evanston, Ill.

Aug. 10, 1922

# PRINTERS' INK

*Registered U. S. Patent Office*

*A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell*

**PRINTERS' INK PUBLISHING COMPANY**  
PUBLISHERS.

**OFFICE:** 185 MADISON AVENUE, NEW YORK CITY. President and Secretary, J. I. ROMER; Vice-President, R. W. LAWRENCE; Treasurer, DAVID MARCUS.

**Chicago Office:** Peoples Gas Building, 122 S. Michigan Blvd., DOUGLAS TAYLOR, Manager.  
**Atlanta Office:** 1004 Candler Building, GHO. M. KOHN, Manager.

**St. Louis Office:** Post Dispatch Building, A. D. MCKINNEY, Manager.

**San Francisco Office:** Examiner Building, M. C. MOGENSEN, Manager.

**Canadian Office:** Lumsden Bldg., Toronto, H. M. TANDY, Manager.

**London Office:** 233 High Holborn, W. S. CRAWFORD, Manager.

**Paris Office:** 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

**Issued Thursdays.** Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

**Advertising rates:** Page, \$100; half page, \$50; quarter page, \$25; one inch, minimum \$7.70. Classified 55 cents a line. Minimum order \$2.75.

**JOHN IRVING ROMER, Editor**  
**FREDERICK C. KENDALL, Managing Editor**  
**JOHN ALLEN MURPHY, Associate Editor**  
**ROY DICKINSON, Associate Editor**  
**R. W. PALMER, News Editor**

**EDITORIAL STAFF:**  
**Roland Cole**                    **Albert E. Haase**  
**Roy W. Johnson**                **E. B. Weiss**  
                                    **C. B. Larabee**

**Chicago:** G. A. Nichols  
                                    D. M. Hubbard  
**London:** Thomas Russell

NEW YORK, AUGUST 10, 1922

**A. A. C. of W.** In deciding to make "Associated Advertising" strictly an organ, without any paid advertising, the Associated Advertising Clubs of the World have taken one of the most important steps of their career.

At a meeting of the Executive Committee held in New York, as announced in last week's PRINTERS' INK, it was unanimously voted to discontinue "Associated Advertising" as a full-fledged publication and hereafter to conduct it as an organ, carrying only news of the clubs and of the various departments. No advertising will be accepted, except of the Association's books, and once a year a page of copy will be taken from

the convention city. Of course the size of the publication will be reduced and its plan and scope will be less pretentious. The subscription plan of charging each club according to its membership will be continued.

As the publisher of an advertising-carrying organ the Associated Clubs were in an anomalous position. With advertisers seriously questioning the status of all mediums getting their circulation wholesale through association membership, and without the expressed consent of each individual member, the clubs were each year finding it increasingly difficult to justify "Associated Advertising." The publication had also become a financial burden. For these and several other reasons, there has long been a growing sentiment among the members that the paper be abandoned, at least in its present form.

Congratulations are due Lou E. Holland, the president; Jesse H. Neal, the secretary-treasurer, and in fact to all the members of the Executive Committee, that they had the courage to take decisive action on this long-debated question. The Clubs can now take a fearless stand in behalf of every movement for the betterment of advertising, with the feeling that they have no skeleton in their own closet. Particularly can they be consistent in their opposition to nondescript mediums, which are organized and conducted solely for the purpose of producing revenue and for which there is no real need in the field. Trade associations have been our greatest offender in this respect. Advertising-soliciting organs of this sort are started for many reasons, but generally with the hope that the revenue thus raised will help to defray the expenses of the Association. Thus the organization launches itself into a separate outside business about which it knows nothing and which it conducts merely as a sideline. The fact that in most cases these publications are money-losers does not deter others from trying to be the exception.

From the advertiser's standpoint,

Aug.

the desc  
subt  
one  
dium  
adve  
haus  
adve  
sellin  
This  
evils  
and i  
tising  
to sta

The  
able  
Un  
Adv  
more  
some  
nifica  
that  
count

PR  
been  
com  
Sever  
done  
prom  
mansl  
organ  
tial co  
have  
when  
econo  
adver  
such  
alway  
they  
puttin  
public

Man  
to adv  
than t  
to pre  
very e  
suranc  
ganizat  
as the  
An as  
have b  
for o  
has ne  
suffici  
compan  
ventur  
The

the  
re  
will  
tri  
ac  
be  
  
ver  
soc  
dous  
se  
of  
cula  
tion  
ex  
ind  
year  
t to  
ng."  
ne a  
and  
has  
ent  
aper  
its  
  
E.  
H.  
and  
the  
they  
sive  
ques  
ake a  
very  
of  
that  
own  
y be  
to  
are  
for  
enue  
need  
ions  
er in  
ting  
for  
with  
thus  
ex  
hus  
self  
ness  
and  
ide  
ases  
ers  
aying  
point,  
  
the  
re  
will  
tri  
ac  
be  
  
ver  
soc  
dous  
se  
of  
cula  
tion  
ex  
ind  
year  
t to  
ng."  
ne a  
and  
has  
ent  
aper  
its

the greatest objection to nondescript mediums is that they subtly dissipate appropriations. In one guise or another, these mediums levy preemptorily on the advertiser's funds and thus exhaust appropriations, leaving the advertiser with the mission of his selling campaign unaccomplished. This is one of the most crying evils in advertising. The Clubs, and in fact every legitimate advertising interest, should join hands to stamp it out.

### **The Profit- ableness of Unselfish**

**Advertising** running, deserves more than casual attention. In some respects it is the most significant life insurance advertising that has ever been done in this country.

PRINTERS' INK has for years been urging the large insurance companies to do more advertising. Several of the companies have done excellent local and sectional promotion through printed salesmanship. Two or three of the organizations, notably the Prudential company, and the Postal Life, have advertised nationally. But when we consider the size of the business and its great social and economic importance, life insurance has been grossly underadvertised. The companies have such a vital story to tell that it always seemed a pity to us that they have been so backward in putting their message before the public.

Many of the companies hesitated to advertise for no other reason than that they did not know how to present their message. It is very difficult to advertise life insurance without helping all organizations in the field as much as the advertiser is helped himself. An association campaign would have been the logical thing, but for one reason or another it has never been possible to get a sufficiently large number of the companies together on any such venture.

The Metropolitan, however, the

largest life insurance company, was big enough and far-visioned enough to set aside all selfish considerations and to launch a broad, educational campaign that will be beneficial to all life insurance organizations. The Metropolitan has always led in welfare work and in the movement to show policyholders how to extend the period of life's expectancy. The company has expended hundreds of thousands annually in health education. It is a logical step, therefore, for the company to give still greater distribution to its health messages through national advertising.

The Metropolitan's copy appeal is entirely unselfish. Thus will it accomplish the most good. It has always seemed to us as though an industry makes its greatest progress when it advertises unselfishly. The dentifrice advertisers, for example, made their most notable headway when they were teaching the American people the hygienic value of oral prophylaxis. Now that some of the manufacturers in this line are devoting their space to unselling people on their competitor's products, it appears to us as though there is a distinct slowing up in the efficacy of the industry's advertising.

Of course most advertisers cannot afford to make their advertising too unselfish. Perhaps advertising that does not teach brand consciousness is too philanthropic to be immediately profitable. But there is no reason why advertising cannot emphasize a brand or institution and at the same time be so helpful and instructive that the public will accept its message as being constructively unselfish.

### **Advertising and Turnover**

The report of the Bureau of Business Research of Harvard University on "Operating Expenses in Retail Shoe Stores in 1921" contains some interesting figures bearing upon the relationship between advertising and turnover and net profits. The stores investigated are divided into five classes on the basis of their average rates of

stock-turn, and a complete profit and loss statement is constructed for each group.

Thus we find in group number one a stock-turn of 1.3 times a year, an advertising investment of 1.1 per cent, and a net loss for the year of 6.4 per cent. Group number 2 turned its stock 1.7 times, invested 1.8 per cent of net sales in advertising, and registered a net loss of 1.5 per cent. Group number 3, with a stock-turn of 1.9 times, shows an advertising investment of 2 per cent and a net loss of 0.4 per cent. Group number 4 did not do so well, with a turnover of 2.1 times, an advertising investment of 2.9 per cent, and a net loss of 1.5 per cent. Group 5, however, shines by comparison, with a stock-turn of 2.7 times in the year, an advertising investment of 3.7 per cent, and a net profit of 1.06 per cent.

The figures, of course, are not to be regarded as absolutely conclusive. Too many other elements enter into the problem of management to make definite conclusions possible. The figures do show, however, that the advertising investment tends to increase as turnover increases—which is only another way of saying that the shrewdest merchants are the biggest advertisers.

---

**Alexander Graham Bell and Theodore N. Vail** The name of Alexander Graham Bell will probably live for

all time as the inventor of one of the most useful devices that has ever been brought into existence.

The telephone is one of a dozen inventions of the last fifty years, that have literally revolutionized the commercial world. In fact, business, as we know it today, could not be conducted were it not for these time-saving, labor-saving, distance-annihilating inventions. The dependence of business on the telephone is almost immeasurable.

But great as was Bell's invention, it is doubtful if it would have become such a vital part of our social and industrial lives, were it

not for the selling genius of Theodore N. Vail. Potentially useful as the telephone was, it took extraordinary selling and organizing ability to gain world-wide adoption of it. Vail supplied this ability.

Practically all of the great inventions of the world have been made during the last hundred years. There are many explanations of this. For one thing we have discovered fundamental principles that have made many inventions possible. Franklin found electricity and this in turn paved the way for the inventions of Morse, Bell, Edison, Marconi, Steinmetz, etc. Another thing that contributed to the cause is the fact that necessity is the mother of invention. The growth in population and the increased complexity of living under modern conditions has forced us to alleviate these conditions through mechanical improvements.

But probably the thing that did most to make this the greatest inventive age of all history has been the development of the science of marketing. The most ingenious patent in the world is of no benefit until a market has been created for it. So in paying honor to Alexander Graham Bell, let us not forget Theodore N. Vail, the man who sold to the public Bell's great contribution to humanity.

#### Appointment for Loring Pickering

Loring Pickering, publisher of the San Francisco *Bulletin*, has been appointed general manager of the North American Newspaper Alliance, a mutual newspaper feature syndicate, New York.

#### Knapp Agency Has Cleveland Account

The Bomgardner Manufacturing Co. of Cleveland, O., manufacturer of funeral specialties, has placed its advertising account with the Fred G. Knapp agency, Columbus, O.

#### Utica, N. Y. Agency Associated with Huber Hoge

The Fred D. Stevens Advertising Agency, Utica, N. Y., is now associated with Huber Hoge, Inc., advertising agency, New York.

D  
\*\*S  
mu  
cha  
wa  
deli  
It c  
off t  
The  
dur  
dur  
min  
hab  
You  
inte  
tha  
Boy  
age  
Har  
got

200 F  
New Y  
\*Fro

## ***Don't Take Our Word For It***

\*“Selling merchandise nowadays is pretty much a matter of education. A merchant must educate his customers into wanting things.....Educating adults is a delicate operation.”

It certainly is. And the longer you put off the operation, the less chance you have.

The best time to start an education is during the formative period of life—during youth. What is burned into the mind *then*, will never be forgotten. A habit made *then*, is going to stick.

You cannot find a more up-and-coming, intelligent lot of young men to work on than the subscribers to BOYS' LIFE, the Boy Scouts' Magazine. Their average age is between 15 and 16 years.

Hammer it home to them *now*, and you've got them for *life*.

## **BOYS' LIFE**

THE BOY SCOUTS' MAGAZINE

200 Fifth Avenue  
New York, N. Y.

203 So. Dearborn Street  
Chicago, Ill.

Publisher, Boy Scouts of America

\*From "Business," July, 1922.

## To the Manufacturers of Chicago

Somewhere in Chicago is an organization—national in scope—that is in need of a sales promotion manager with a record for selling by mail; one who knows merchandising methods and has a faculty for getting house atmosphere across to the public—a faculty for winning friendship and business for the house—a writer of originality and force.

That is the kind of sales promotion manager I am—now employed, earning a good salary and getting it. But I want to come back to Chicago, with a manufacturing proposition, preferably; one with a dealer or consumer service to put over. I have a record for results—a record for frictionless organization co-ordination. This Chicago manufacturer, now, that I'm thinking of—he may be YOU. I'd be a distinct asset to YOUR selling plan.

Address "W. T." Box 179,  
Printers' Ink.

## Sales Promotion Man Here's an Opportunity

### IF—

1. You are a good *sales promotion correspondent*, and your experience proves it,
2. You are a good *copy writer*, and samples of your work show it, and
3. You know selling and have planned selling campaigns,

### THEN—

You are eligible for an opportunity in the sales promotion work of the leading concern in its line, located in the East.

The man we are looking for will have a \$5,000 potential, although he may be earning less. He will be willing to start at a modest figure.

Apply by letter, "selling" yourself to us; submit samples of your work, also a photograph. Applications will be treated confidentially and personal interview arranged if desirable.

Address "C. D." Box 171, care P. I.

## Gas Industry Sales Doubled in Last Ten Years

Sales of the gas industry have doubled in the last ten years, Oscar H. Fogg, secretary-manager of the American Gas Association, says in a report that takes issue with statements recently made that gas companies will disappear when a cheaper method of heating by electricity is discovered.

"Those of us whose business is to keep fully informed on the developments of our industry and others in the same field do not seek to belittle the wonderful strides made in the development of electric power," he says. "The gas industry is older and it would be strange if its expansion were as rapid as that of electric power where there has been a great untouched field which neither the steam nor the combustion engine could satisfactorily cover."

"The gas industry is experiencing a steady and healthy growth. Annual sales of manufactured gas by utility companies have tripled in the last twenty years and doubled in the last ten; that rate of increase is being maintained."

"The gas industry of the United States is constantly developing new and improved methods for the manufacture and distribution of its products; it is constructing apparatus and devising means for its most efficient utilization; it is making energetic and successful sales efforts, and it is displacing other fuels in an increasing number of industries."

## New Advertiser from Haverhill, Mass.

The Hartman Shoe Company, Haverhill, Mass., is making plans to advertise its line of women's fabric shoes under its trade-mark, the Hannahan Shoe.

The Wood, Putnam & Wood Company, Boston, has been retained as its advertising counsel.

## Will Advertise Club and Lodge Emblems

George E. Fern, Cincinnati manufacturer of club and lodge emblem specialties, has placed his advertising account with Alfred S. Lilly & Company, Chicago advertising agency.

## DRUG DISTRIBUTION

### Eastern States

Our client is an experienced sales organization with adequate force covering all New England, Pennsylvania, New Jersey and New York. Now distributor for large wholesaler, also a pharmaceutical house of 25 years' standing. Exceptionally well equipped to obtain quick and profitable distribution for an article of real merit in drug and department store trade. Must be backed by advertising.

The **PENN-ALLEN Co.**  
280 Broadway, New York

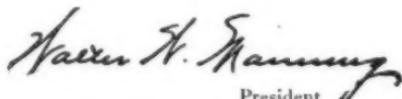
**GUY F. MINNICK**

has been appointed

**Eastern Advertising Manager  
of Woman's World**

with offices at

280 Madison Avenue  
New York City



President

Woman's World

# Have You Ever Lived Near a Catholic Church?

If you have, you have noticed that without regard for weather, rain or shine, snow or sleet, hundreds of Catholics have tramped by your door when you were congratulating yourself upon being able to lie in your comfortable bed or sit in your easy chair and not have to face these bitter elements.

Consider the loyalty of the over eighteen million Catholics in the United States who, regardless of weather, attend their churches on Sunday morning.

You may profit by this loyalty through advertising in Extension Magazine which is owned by the largest Home Missionary Society of the Catholic Church and which is the favorite publication of millions of Catholics in the United States. The loyalty of the readers of Extension Magazine to the magazine is surpassed only by their loyalty to the Catholic Church which they realize owns and controls it.

They have confidence in every advertiser who uses space in Extension Magazine, as they know that yearly we reject over \$25,000 worth of advertising in order to protect their interests.

Why not give us an opportunity to tell you more of Extension Magazine? Please write us and we will write you more fully or have a representative call upon you.

Guaranteed circulation 200,000

Rate: \$1.50 per agate line

## EXTENSION MAGAZINE

*The World's Greatest Catholic Monthly*

Member of the Audit Bureau of Circulations

General Offices: 180 N. Wabash Ave., Chicago, Ill.

Eastern Advertising Representatives: LEE & WILLIAMSON,

171 Madison Avenue, New York City

**AUGUST MAGAZINES**  
**VOLUME OF ADVERTISING IN**  
**MONTHLY MAGAZINES**  
 (Exclusive of publishers' own  
 advertising)

**Standard Size**

	Pages	Lines
Harper's .....	86	19,298
Review of Reviews.....	83	18,677
World's Work.....	75	16,976
Atlantic Monthly.....	68	15,442
Scribner's .....	58	13,076
Century .....	43	9,674
Current Opinion.....	22	5,070
Bookman .....	15	3,442
Munsey's .....	14	3,344
Everybody's .....	11	2,556
St. Nicholas.....	11	2,554
Wide World .....	11	2,503
Blue Book .....	10	2,266
Our World .....	9	2,128

**Flat Size**

	Columns	Lines
American .....	209	29,963
Red Book .....	176	25,202
Physical Culture .....	156	22,352
Cosmopolitan .....	133	19,145
Motion Picture Magazine ..	99	14,240
Photoplay .....	93	13,385
True Story .....	93	13,311
American Boy .....	65	13,000
Sunset .....	60	8,720
Success .....	59	8,456
Asia .....	60	8,416
Boys' Life .....	40	6,938
Hearst's International ..	37	5,396
Boys' Magazine .....	26	4,515
Elks Magazine .....	24	3,720

**WOMEN'S MAGAZINES**

	Columns	Lines
Ladies' Home Journal...	313	53,283
Vogue (2 issues).....	307	48,522
Harper's Bazar .....	176	29,700
Good Housekeeping .....	196	28,046
Woman's Home Companion	159	27,071
Pictorial Review .....	104	20,982
McCall's .....	92	18,430
Delineator .....	101	17,173
Holland's .....	80	15,120
Modern Priscilla .....	88	16,076
Designer .....	86	14,732
Woman's World .....	61	10,437
People's Home Journal...	56	9,630
Fashionable Dress.....	41	7,025
Needlecraft .....	35	6,076
People's Popular Monthly	27	5,291
Woman Citizen (3 issues)	31	4,604
Today's Housewife .....	22	3,506
Mother's Magazine .....	15	2,723

# 850,000 feel just this way—

"WHEN I answered the advertisement of the P.....Company in the August edition of The Elks Magazine," writes a reader, "I wondered how many of the Order realize the importance of 'using the coupon attached'. .... After all, The Elks Magazine is *our* magazine; and how materially each one of us can help in assisting the magazine to become a vital advertising medium....."

As a matter of fact, this fresh, eager, *proprietary* interest is typical.

Multiply this one expression of interest by 850,000, and you will gain some conception of the immense force of friendliness you put to work for you when you use the advertising columns of The Elks Magazine.

## The Elks Magazine

**\$850,000 voluntarily subscribed for\***

Telephone Vanderbilt 8757

50 East 42nd Street, New York City

EASTERN OFFICE:

Rufus French, Inc., New York

NEW ENGLAND OFFICE:

Charles Doty—J. Walter Cameron, Boston

WESTERN OFFICE:

Archer A. King, Inc., Chicago

PACIFIC COAST OFFICE:

A. J. Norris Hill, San Francisco

Aug. 10, 1922

# Merchandising!

**When largest possible sales are desired in NEW HAVEN, Connecticut's Largest City, they can be had by using the "REGISTER" to let the people know about your wares.**

**Consider!** Overwhelming predominance in Circulation—Unquestioned leadership in its field—the result of capable editing, careful selection of features, greatest enterprise in news gathering.

The most Local News—  
The most Society News—  
The best Woman's Pages—  
The best Newspaper—

The REGISTER can carry your message into the most New Haven homes—and into the homes of most Purchasing Power!

More New Haven people, every night, BUY the "Register" than any Two other New Haven papers.

Register's CITY circulation alone is several thousands larger than the ENTIRE circulation of any other New Haven paper.

91% of the Register's Circulation is within 10 miles of New Haven City Hall.

**With the largest circulation in its history—and growing steadily!**

## New Haven Register

*The Julius Mathews Special Agency  
Boston—New York—Detroit—Chicago*

### MONTHLY MAGAZINES CARRYING GENERAL AND CLASS ADVERTISING

	Columns	Lines
Radio News .....	333	49,056
Motor .....	258	43,480
Town & Country (2 issues) .....	237	39,949
House & Garden.....	210	33,227
Country Life .....	183	30,744
Vanity Fair .....	162	26,657
Popular Mechanics (pg.) .....	114	25,731
System .....	160	22,911
Field & Stream.....	156	22,308
Arts & Decoration .....	129	21,704
Popular Science Monthly .....	113	17,265
Science & Invention.....	110	16,258
Outers' Recreation .....	105	15,017
National Sportsman .....	98	14,064
House Beautiful .....	90	14,000
Outdoor Life .....	81	11,663
Scientific American .....	56	9,659
Motor Life .....	56	8,966
Forest & Stream.....	61	8,770
Garden Magazine .....	60	8,517
Association Men .....	56	7,936
Theatre .....	48	7,738
McClure's .....	50	7,218
Rotarian .....	46	6,742
International Studio .....	41	5,928
Outing .....	31	4,564
Extension Magazine .....	24	4,261
Illustrated World (pg.) .....	15	3,501

### VOLUME OF ADVERTISING IN CANADIAN MAGAZINES

	Columns	Lines
MacLean's (2 July issues) .....	183	32,193
Canadian Home Journal .....	103	18,116
West. Home M'tly (July) .....	93	16,887
Everywoman's World .....	95	16,733
Canadian Magazine (pg.) .....	52	11,648
Rod & Gun in Canada .....	72	10,419
La Canadienne .....	43	7,640

### VOLUME OF ADVERTISING IN JULY WEEKLIES

	Columns	Lines
July 1-5 Saturday Evening Post .....	221	37,615
Literary Digest .....	84	12,822
Forbes .....	48	7,467
Independent&W'kly Rev .....	37	5,371
American Weekly .....	18	5,101
Christian Herald .....	25	4,372
Outlook .....	29	4,172
Life .....	26	3,768
American Legion Weekly .....	21	3,117
Youth's Companion .....	14	2,416
Churchman .....	16	2,255
Collier's .....	12	2,083
Argosy-All-Story (pg.) .....	8	1,884

---

# PHYSICAL CULTURE

Takes pleasure in announcing  
the addition of  
**MR. H. GRAY FOSTER**  
to its  
Eastern Advertising Department

The Advertising Staff now comprises

*At New York*

MR. MASTERS  
MR. CONROW  
MR. FOSTER

*At Boston*

MR. HAYES

*At Chicago*

MR. SHATTUCK  
*Manager*  
MR. MASTERSON  
MR. CARTER

We are all at *your* service any time

# PHYSICAL CULTURE

119 West 40th Street, New York City

W. C. W. DURAND  
Advertising Director

CHICAGO  
168 No. Michigan Ave.

BOSTON  
Little Bldg.

---

Aug. 10, 1922

	Columns	Lines		Columns	Lines
New Republic .....	11	1,708	Churchman .....	8	1,201
Judge .....	10	1,499	Judge .....	4	611
Nation .....	8	1,203			
<b>July 6-12</b>	<b>Columns</b>	<b>Lines</b>	<b>Totals for July</b>	<b>Columns</b>	<b>Lines</b>
Saturday Evening Post.	277	47,245	Saturday Evening Post.	1181	200,893
Literary Digest .....	79	12,044	Literary Digest .....	369	56,165
American Weekly .....	34	9,453	American Weekly .....	123	33,752
Forbes .....	52	7,957	Collier's .....	91	15,554
Independent&W'kly Rev.	35	5,085	Forbes .....	101	15,424
Life .....	30	4,334	Outlook .....	102	14,609
Collier's .....	20	3,443	Christian Herald .....	80	13,621
Outlook .....	20	2,993	Life .....	94	13,459
Argosy-All-Story (pg.)	12	2,772	Independent&W'kly Rev.	73	10,456
American Legion Weekly	19	2,751	American Legion Weekly	66	9,563
Christian Herald .....	14	2,474	Argosy-All-Story (pg.)	40	9,092
Churchman .....	12	1,702	Churchman .....	58	8,245
Judge .....	11	1,685	New Republic .....	91	7,441
Nation .....	10	1,507	Nation .....	45	6,418
Youth's Companion ...	7	1,350	Judge .....	44	6,407
New Republic .....	6	882	Youth's Companion ...	37	6,358
<b>July 13-19</b>	<b>Columns</b>	<b>Lines</b>	<b>RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS</b>		
Saturday Evening Post.	242	41,288			
Literary Digest .....	71	10,924			
American Weekly .....	33	9,054			
Collier's .....	19	3,325			
Outlook .....	21	3,104			
New Republic .....	21	3,087			
Life .....	29	2,909			
Christian Herald .....	14	2,434			
American Legion Weekly	16	2,323			
Churchman .....	13	1,895			
Nation .....	13	1,848			
Youth's Companion ...	9	1,553			
Argosy-All-Story (pg.)	5	1,324			
Judge .....	8	1,191			
<b>July 20-26</b>	<b>Columns</b>	<b>Lines</b>			
Saturday Evening Post.	213	36,315			
Literary Digest .....	74	11,371			
American Weekly .....	25	7,012			
Outlook .....	30	4,340			
Collier's .....	23	3,932			
Christian Herald .....	16	2,736			
Life .....	17	2,448			
Nation .....	13	1,860			
New Republic .....	12	1,764			
Judge .....	9	1,421			
American Legion Weekly	9	1,372			
Argosy-All-Story (pg.)	5	1,306			
Churchman .....	8	1,192			
Youth's Companion ...	6	1,039			
<b>July 27-31</b>	<b>Columns</b>	<b>Lines</b>			
Saturday Evening Post.	226	38,430			
Literary Digest .....	59	9,004			
American Weekly .....	11	3,132			
Collier's .....	16	2,771			
Argosy-All-Story (pg.)	8	1,806			
Christian Herald .....	9	1,605			

"The Lobster Book," a magazine for printing house craftsmen, will begin monthly publication in September. Lester I. Dygert of Springfield will be publisher. The publication previously has been an annual.

Ralph F. Anschutz has taken over the management of the *Daily Oil News Report*, Chicago, which was formerly published by the Shaw Publishing Company. Mr. Anschutz is editor and business manager.

---

---

# 39.2829%

## INCREASE IN ADVERTISING!

### The American Weekly

in the month of July, 1921, carried an advertising lineage of 24,277

—in July, 1922, this lineage grew to 33,752—a gain of 39%!

Advertisers and Agencies recognize that no other publication offers the opportunity of talking each Sunday morning to over 3,000,000 families thro' smashing, lasting color pages!

### **The American Weekly**

A. J. KOBLER, Manager, 1834 Broadway, New York City  
Western Office: Hearst Building, Chicago

Published every Sunday morning as a principal feature of the New York American, Chicago Herald and Examiner, Boston Advertiser, Rochester American, Detroit Times, Washington Times, Los Angeles Examiner, Atlanta Georgian, Seattle Post Intelligencer, Milwaukee Telegram and San Francisco Examiner.



Aug. 10, 1922

**"PRINTERS' INK'S" FOUR-YEAR RECORD OF  
AUGUST ADVERTISING  
GENERAL MAGAZINES**

	1922	1921	1920	1919	Totals
American	29,963	23,647	49,750	37,853	141,213
Red Book	25,202	22,308	34,225	25,183	106,918
Cosmopolitan	19,145	19,824	32,923	30,947	102,839
Harper's	19,298	18,931	22,568	23,464	84,261
Review of Reviews	18,677	19,447	23,520	21,840	83,484
World's Work	16,976	17,248	23,520	23,672	80,816
Physical Culture	22,352	20,221	18,644	15,986	77,203
Atlantic Monthly	15,442	16,224	16,968	16,045	64,679
Sunset	8,720	12,490	22,381	19,453	63,044
Scribner's	13,076	12,551	17,668	19,369	62,664
Photoplay	13,385	13,155	18,282	14,111	58,933
Motion Picture Magazine	14,240	10,308	16,987	14,731	56,266
McClure's	*7,218	8,601	19,321	19,126	54,266
American Boy	13,000	10,646	16,528	12,740	52,914
Metropolitan	†	†	25,682	20,667	\$46,349
Century	9,674	11,032	12,572	13,030	46,308
Hearst's International	*5,396	6,528	12,440	13,001	37,365
Boys' Life	6,938	6,374	11,620	8,550	33,482
Everybody's	*2,556	*1,609	9,603	10,095	23,863
Boys' Magazine	4,515	4,298	5,356	5,356	19,525
Munsey's	3,344	3,450	5,712	6,203	18,709
St. Nicholas	2,554	2,940	5,440	5,753	16,687
Current Opinion	*5,070	*2,982	*2,420	2,606	13,078

\*New size. †July and Aug. combined—Listed in July. ‡Two-year total.

	WOMEN'S MAGAZINES	*	*	*	*
Vogue (2 issues)	48,522	49,099	85,815	71,655	255,091
Ladies' Home Journal	*53,283	*52,515	86,986	46,046	238,830
Harper's Bazaar	29,700	26,647	44,550	36,989	137,886
Good Housekeeping	28,046	25,873	51,338	31,622	136,879
Woman's Home Companion	*27,071	*22,270	41,132	31,032	121,505
Delineator	*17,173	*14,077	50,658	24,458	106,366
†Designer & Woman's Mag.	*14,732	*10,909	40,137	18,822	84,600
Pictorial Review	20,982	14,565	**	34,768	\$70,315
McCall's	18,430	14,130	20,423	14,956	67,939
Modern Priscilla	15,076	11,333	12,800	11,374	50,583
Woman's World	10,437	**	18,085	7,288	\$35,810
People's Home Journal	*9,630	*9,580	**	11,420	\$30,630
Mother's Magazine	*2,723	×	5,730	9,180	8,500
People's Popular Monthly	5,291	5,510	8,400	6,404	25,605
Needlecraft	*6,076	*5,335	6,505	5,952	23,868

\*New size. \*\*Two issues. †July and Aug. combined—Listed in July. XJuly and Aug. combined. ‡Three-year total.

	CLASS MAGAZINES	*	*	*	*
Town & Country	*39,949	*31,098	†61,576	†48,354	180,977
System	22,911	24,924	42,715	42,004	132,554
Popular Mechanics	25,731	27,944	37,296	29,632	120,603
Country Life	30,744	22,763	38,136	26,208	117,851
Vanity Fair	26,657	19,583	36,180	24,828	107,248
House & Garden	33,227	24,265	28,744	12,456	98,692
Scientific American	9,659	\$6,580	\$26,694	††33,684	76,617
Field & Stream	22,308	19,014	17,361	14,436	73,119
Popular Science Monthly	17,263	13,231	25,121	16,525	72,142
National Sportsman	14,064	11,141	13,093	13,682	51,980
Outers' Recreation	15,017	14,035	11,453	10,819	51,324
House Beautiful	14,000	12,617	15,848	6,773	49,238
Outdoor Life	11,663	11,462	9,040	9,575	41,740
Forest & Stream	8,770	7,226	9,167	9,604	34,767
Theatre	*7,738	*8,143	X	12,027	\$27,908
Outing	4,564	5,595	X	7,749	\$17,908

\*New size. \*\*Two issues. †Three weekly issues. §Four weekly issues. ††Five weekly issues. XJuly and Aug. combined—Listed in July. ‡Three-year total.

	WEEKLIES (5 July Issues)	*	*	*	*
Saturday Evening Post	200,893	191,527	376,362	*244,754	1,013,536
Literary Digest	56,165	55,488	149,881	*112,162	373,696
Collier's	15,554	19,225	69,956	*54,377	159,112
American Weekly	33,752	24,277	17,857	12,770	88,656
Life	*13,459	*14,221	32,093	27,711	87,484
Outlook	*14,609	*17,542	*19,827	20,758	72,736
Christian Herald	13,621	14,188	25,441	*19,105	72,355
Judge	6,407	3,555	6,632	8,284	24,878
*4 issues.	354,460	340,023	698,049	499,921	1,892,453
GRAND TOTALS	1,242,640	1,132,031	1,970,612	1,558,744	5,904,027

"Ab uno disce omnes"

MR. KNOPF KNOWS:

From The Borzoi



To The Atlantic



## "BORZOI BOOKS

are in many ways the most interesting in the United States. They are also, without a doubt, the best looking books made to-day in the English-speaking countries. Often they cost a little more than other books, but they are worth more, just as The Atlantic Monthly is worth more than many a cheaper magazine. The price is based on the cost of manufacture; the cost of manufacture is not based on the price."

*The above appears on all Borzoi Books*

Borzoi Books will use 20 pages in THE ATLANTIC during 1922

## The Atlantic Monthly

One of the Quality Group

We also publish The House Beautiful and The Living Age

# The Little Schoolmaster's Classroom

**W**HEN a week or two passes without a peep out of the Class, the Schoolmaster confesses that his mouth begins to sag at the corners. Of course these occasions are rare. The Schoolmaster has learned from long experience that when the Class agrees with his doctrine it is not inclined to express its approval. But let him make a mistake in his diction, his statistics or his theology and a mighty boo arises from the Class. Such a trifling slip as a single incorrect verb is enough to convince the Schoolmaster that he is the most popular author in America. Apparently the dottings of his i's and the crossings of his t's are watched by a most vigilant audience.

\* \* \*

Once in a while, though, someone is encountered, who says he is too busy to read. When a fellow makes the humiliating confession that he hasn't time to read, the Schoolmaster is always reminded of an incident which he once heard concerning President Roosevelt. It seems that a friend, knowing of the President's interest in Irish literature, sent him a book on that subject. The friend called on the President two or three days later. He intended to say nothing about the book; as he naturally assumed that the Colonel would not have had time to look at it. It happened at a time when Roosevelt was unusually busy. He was entertaining an Oriental delegation. He was preparing an important message to Congress. Despite this pressure of affairs, he had found time to go horseback riding, to keep an engagement with his tennis cabinet, to take a boxing lesson, to play with his children and to read that book. His reading was more than skimming, too. No sooner had his friend arrived than he plunged into an intimate discussion of the book.

The delightful Colonel was one of the busiest men in all history,

and yet he was a voracious reader. Remember the famous pigskin library which he took on his African trip? It was his pick of the indispensable books. It has been said that he aimed to read this remarkable collection once a year, besides reading all the current literature that he considered worth while.

Most of the famous men of the world were omnivorous readers. Gladstone, for instance, kept a book in his pocket all the time. If he found himself unoccupied for a moment, out came the book. Macaulay, man of affairs though he was, managed to devour a good portion of the literature of all nations. It has been said that Great Britain owes her greatness, in part at least, to the reading habits of her statesmen. Carlyle, undoubtedly having this in mind, said "Books, like invisible scouts, permeate the whole habitable globe, and Timbuctoo itself is not safe from British literature."

\* \* \*

If the Schoolmaster had no time to read, he would keep the fact a secret. He would be ashamed to admit it. When a man needs a lawyer or a physician, the chances are that he consults one of the busiest men in the profession. The competent man is never too busy to do good work. He is the one in whom people have the most confidence. It is generally known that he will efficiently handle every task or case that is entrusted to his care. On the contrary, the fellow who "has no time" is likely to be such a poor executive or such a bad organizer that he is obliged to slight part of his work, no matter how important it may be.

Having time is not a matter of busyness. It is a matter of organization. The man who is able to organize his day will have time to perform all important duties, regardless of how busy he may be. This is particularly true of reading. The man who care-



## Why Western Union Uses Flexlume Signs

**T**H E Western Union Telegraph Company is perhaps the largest user of electric signs in the world. In its organization sign buying is not left to chance, it is a matter of great importance.

So it means a great deal to say that Western Union has standardized on Flexlume Electric Signs.

Flexlumes are the kind with the raised, snow-white glass letters on a dark background. Perfect day signs as well as night signs, greatest reading distance, lowest upkeep cost, most artistic designs.

*Let us send you a sketch showing a Flexlume Sign to meet the needs of your business.*

**Flexlume Corporation**

Pacific Coast Distributors  
Electrical Products Corp.  
Los Angeles, Cal.

ELECTRICAL ADVERTISING  
32 Kail Street, Buffalo, N.Y.

Canadian Factory  
The Flexlume Sign Co., Ltd.  
Toronto, Ont.

## Successful SALES DIRECTOR Wants New Connection

Salesmanager who has made a big success in present connection and has long record of achievement in specialty selling is open for similar position in stationery, hardware, drug or grocery trade field, on commission basis, with New York as operating headquarters. Highest credentials. None but established concerns of high reputation will be considered. Address "F. E.", Box 172, care Printers' Ink.

## Advertising Solicitor Wanted

A man of good personality, between 30 and 40 years of age, with experience along the "Avenue." A real producer can earn \$10,000 or more yearly. Strictly commission basis. Established publication with large circulation among wealthy people.

Write, giving record of past three years. Address

**"A. B.," Box 170  
Printers' Ink**

fully organizes his time will have a sufficient margin left for reading. One of the book companies advertises that the world's best literature can be read by devoting fifteen minutes daily to this task. This is literally true. Who cannot give fifteen minutes a day to reading? If spare time, usually wasted, were devoted to this purpose, most persons would be surprised to find that they could easily spend two hours a day in reading.

\* \* \*

The Schoolmaster considers himself a fairly busy individual and yet he is able to do a tremendous amount of reading in the course of a year. He reads five daily newspapers, seven farm papers, fifteen or sixteen business papers and most of the magazines. Besides, he manages to read forty or fifty books every year, in addition to an unlimited number of reports, house-organs, speeches, manuscripts and miscellaneous material of a similar sort.

All of this reading is accomplished through the utilization of the odds and ends of time. To be sure everything in a publication is not read. It is the Schoolmaster's custom to go through every publication he gets from cover to cover, checking with a colored pencil those articles, stories, items and advertisements which promise to hold interest for him. An assistant clips this material and folds it into a bundle which slips neatly into a hip pocket. These clippings are read during leisure moments, in most cases outside of office hours.

Here is a record of the Schoolmaster's reading time for yesterday, recorded especially for this occasion:

Waiting for train.....	8 minutes
On train .....	38 minutes
In Hudson trains.....	12 minutes
In friend's office waiting for appointment .....	22 minutes
In subway .....	6 minutes
In barbershop .....	4 minutes
In hotel lounge waiting for appointment .....	17 minutes
On way home.....	62 minutes
In evening at home.....	45 minutes

That's a total of 214 minutes, or 3 hours and 34 minutes. It repre-

## Advertising Agency Wants Copy and Contact Man

We want a man who knows automobiles and who can write convincingly about them in simple, forceful style without recourse to superlatives.

He must be a man of good personality and clean habits, able to inspire the confidence of big men of the industry with whom he will work.

A splendid opening with opportunity and earning

capacity for a clear thinking, tactful, hardworking copy and contact man.

Experience in automobile sales or advertising departments desirable but not necessarily essential.

Full details of your past experience, present earning capacity and complete information about yourself will bring an appointment for a personal discussion at either our New York or Chicago Office.

*Write or wire "K. J.," Box 175, Care Printers' Ink  
185 Madison Avenue, New York*



**Circulation  
60,000**  
**Line Rate 50c.**

*Member A. B. C.  
Member A. P. A.*

**FARMER AND BREEDER**  
**SIOUX FALLS, S. D.**

minutes  
minutes  
minutes  
minutes  
minutes  
minutes  
minutes  
minutes  
es, or  
repre-

# CANADIAN ADVERTISING

CALL IN

## SMITH, DENNE & MOORE

TORONTO MONTREAL

Aug. 10, 1922

**EVENING HERALD**

**LEADS ALL LOS ANGELES  
DAILY NEWSPAPERS IN TOTAL  
PAID CIRCULATION.**

Government statement for six months ended March 31, 1922

average **146,233** daily

## Representatives:

New York:	Chicago:
H. W. Moloney	G. Logan Payne Co.
604 Times Bldg.	Suite 401, Tower Bldg.
	6 No. Michigan Ave.

## WANTED— *A Job Offering Big Opportunity*

Sales and Advertising Executive of proved calibre is open for connection, which he intends to be permanent and final. He is, therefore, interested only in the opportunity.

This man is 28; married; college education. His experience as salesman, sales promotion manager, advertising manager and district manager has been both comprehensive and successful.

It will well pay the right concern to talk with this man. Address "S. A. E." Box 174, Printers' Ink.

**LUMBERMEN**

offer power plant equipment and mill accessory firms; building material and truck manufacturers a big sales field. For surveys ask

**American Lumberman**

Est. 1873

CHICAGO

**COPY EXECUTIVE**

A well-established Chicago Agency is seeking a copy chief with general agency experience. Salary \$6000.

**ROBNETT-HONES, INC.**

Personalized Vocational Service  
20 W. Jackson Blvd., Chicago, Ill.

sents an average day's reading, although of course the time used in this way will vary according to circumstances. Practically every moment spent in reading that day was time that might easily have been wasted. Even at that the Schoolmaster did waste at least an hour, outside of the time taken for necessary relaxation, which might have been devoted to additional reading.

There is nothing exceptional about the reading habits of the Schoolmaster. He is able to read a lot merely because he follows a system. He knows of many persons who read five times as much as he does. For example, it is said that George Horace Lorimer, editor of the *Saturday Evening Post*, reads close to a hundred thousand words practically every night of the week. Heywood Broun of the *New York World* reads more in a week than the Schoolmaster reads in a month. T. P. O'Connor, the Irish publicist, not only is able to devour libraries but has been known to write a full-sized book in a single night.

All this is accomplished through the organization of time. That is all there is to it.

\* \* \*

Somebody has got your Schoolmaster's number at last! Beginning with the ingenuous and economical "Dear Friend"—which saves filling in—he writes :

You are still lagging behind. The success that you dreamed would be yours long before this, hasn't materialized. The fine things, the comforts, the luxuries that you counted on having, have not been granted to you. You are *groaning*, my friend, *groaning* . . . and it is high time that you rid your-

**C**AN a woman be successful as the advertising manager of a store that specializes on men's clothing? See the current issue of the **RETAIL LEDGER**—the only publication of its kind in the world.

**RETAIL LEDGER**

*The News-Magazine of Retail Business Management*  
1717 Real Estate Trust Bldg., Philadelphia  
Subscribe Now—24 Issues—\$3.00

self of cheating physical

You If you a great which have a for a sure that you the seem pos you only to you w yourself is bafflin Let n real man men, a ment—a loving, of action attain.

Wh clairvo ouija-b to find master But a to disc hardly ventiti

Hea Ro

The I will hol Septemb facrav gravure lishers, ported pended cent rain would h shipmen sent by

New

A new will be Mills C Aunt Jei her issus list of cided up time int

AGI

To us lance

VI

"R. S

self of that invisible blindfold that is cheating you out of success—your physical drawbacks.

You need help. You need guidance. If you are dead-in-earnest; if you feel a great ambition swelling up in you which has not been satisfied; if you have a passion for growth; if you yearn for a larger, fuller life; you may be sure that there is something bigger in you than you have yet discovered. It is the biggest thing you have; yet, you seem powerless to bring it out. And if you only half realized what it is costing you to keep it imprisoned within you, you would hardly be able to contain yourself until you had the secret that is baffling you.

Let me show you how I can make a real man of you, a superb human specimen, a being capable of sublime achievement—a happy, buoyant, carefree, life-loving, success-making, rapid-fire man of action, that your whole soul longs to attain.

Whether it was crystal-gazing, clairvoyance, poker-dice or plain ouija-board which enabled Lionel to find all that out, the Schoolmaster doesn't pretend to know. But a man who is clever enough to discover the truth blindfold hardly needs such external, adventitious aids anyhow.

### Hearing at New York on Rotogravure Shipments

The Interstate Commerce Commission will hold a hearing at New York on September 11 on the question of classification of shipments by rail of rotogravure sections from printers to publishers. PRINTERS' INK of August 3 reported that this commission had suspended for 120 days a provision in a recent railroad tariff, which, if effective, would have made it necessary that such shipments of rotogravure sections be sent by freight instead of baggage.

### New Aunt Jemima Campaign Coming

A new national advertising campaign will be started by the Aunt Jemima Mills Company, St. Joseph, Mo., for Aunt Jemima Pancake Flour in September issues of national periodicals. A list of eight periodicals has been decided upon. The campaign will continue into 1923.

### AGENCY WANTED

To use service of eminent free lance copy and layout man.

Very moderate rates.

"R. S., Box 178, Printers' Ink

**ARE Your Square Pegs in Round Holes?"** This is the question which Ruth Leigh, author of "The Human Side of Retail Selling," asks of merchants in the RETAIL LEDGER. Miss Leigh's article is only one of 114 appearing in the current issue of the

### RETAIL LEDGER

*The News-Magazine of Retail Business Management*  
1717 Real Estate Trust Bldg., Philadelphia  
Subscribe Now—24 Issues—\$3.00

### A FORCEFUL MAN WANTS A CONNECTION

He is now the advertising and sales promotion manager of a small but nationally known manufacturer.

He is under 35.

His experience, chiefly in sales work, with his knowledge of advertising, and his adaptiveness at promotional sales detail, fits him for a position as assistant to a busy sales manager.

Or as an agency contact man.

He does not expect to sell himself to the highest bidder, although money *does* talk—

But prefers, rather, a position that calls for hard work with future success as the reward.

"N. P." Box 177, Printers' Ink.

### Advertising Agents or Executives:

I know a man you can use PROFITABLY

For over a year a young man in our organization has been under my observation—he's 25, Cornell Grad, with Harvard Business School Finish, and he is, from my 20 years' experience, just the sort of material a live agency usually seeks—that rarely finds.

He knows HOW to dig out facts and use them. He's a six-footer—just the type that makes the ideal CONTACT man.

He KNOWS merchandise from both manufacturer and retail distributor standpoint and he has GUTS!

He also has a good basic knowledge of copy, layouts, commercial art, plates, printing and other production work.

In short, if I were the head of an Advertising Agency, he's just the man I'd hire as a Right-Hand-Man with the feeling that he could be trusted with anything from my Bank balance to the most important sort of detail of Executive work.

—And the price is not too high! Why not make an appointment to look him over?

Address "H. G." Box 173, care of Printers' Ink.

**C**AN women's hats be sold without the aid of a salesperson? See the article which appears on page 3 of the current issue of the RETAIL LEDGER. This issue contains 113 other articles of direct and profitable interest to those connected with retail merchandising.

### RETAIL LEDGER

The News-Magazine of Retail Business Management

1717 Real Estate Trust Bldg., Philadelphia  
Subscribe Now—24 Issues—\$3.00

### INDUSTRIAL MANAGER

An experienced executive, capable of organizing protective force, directing and controlling it, operation of commissary, employment of labor, knowledge of sanitary housing of men under unusual circumstances, resourceful, energetic and accustomed to meeting the unexpected in a manner to the best interests of principal; systematic and economical, American, age 40. Address "M. L." Box 176, care of Printers' Ink.

### House Magazines

To any company contemplating the use of a customers' house magazine, we will gladly send a copy of *The William Feather Magazine* and samples of publications we are now producing for our customers. An economical and effective service—in use fifteen years.

**The William Feather Company**  
605 Caxton Building, Cleveland, Ohio

### TWO MAGAZINES FOR ADVERTISING MEN

**NATIONAL ADVERTISING** Magazine tells National Advertisers how to spend advertising appropriations to the best advantage in Newspapers, Magazines, Farm and Trade Papers; analyzes media and criticizes selling copy; monthly; send 50 cents for current number or \$3.00 for twelve months' subscription.

18 to 22 East 18, New York

**POSTAGE** Magazine is devoted exclusively to Direct-Mail Advertising.

Tells how to write Letters, Circulars, Booklets, House Magazines; monthly; send 25 cents for current number or \$2.00 for twelve months' subscription.

**"GIBBONS Knows CANADA"**

TORONTO

MONTRÉAL

WINNIPEG

### New England Clubs' Convention in Providence

The annual convention of the New England Advertising Clubs of the Associated Advertising Clubs of the World, will be held in Providence, R. I., on November 16, 17 and 18. Frederick W. Bliss, of the Town Criers Club of Providence, has been made general chairman of the organization committee for this convention.

### R. H. Durbin Made Sales Manager

R. H. Durbin, for many years advertising manager for Strawbridge & Clothier, department store of Philadelphia, has been advanced to sales manager. His successor in the advertising department is H. S. Conell, who has been associated with Mr. Durbin for a number of years.

### General Cigar Reports Six Months' Income

The General Cigar Co., maker of Robt. Burns, Van Dyk, White Owl and other cigars, reports a total income of \$1,073,761 for the six months ended June 30, 1922.

### California Newspaper Man Makes a Change

J. C. Allison, formerly of the Turlock, Cal., *Journal*, has been appointed business manager of the Marysville, Cal., *Appeal*. He was at one time general manager of the Berkeley *Times*.

Leading Advertising Agency, established 20 years, requires the services of an experienced stenographer, one who is rapid and accurate, who knows advertising and can take responsibility. Reference required, immediate.

Address "X. Y. Z.", Box 180, care of Printers' Ink.

Class each cent

BUS

MARK  
small n  
paying t  
paper.  
Chicago.

Printi

CO

There i  
one hour  
to handle  
direct-by  
York sty  
Close co  
Cove Pr  
Tel. 498.

Tech

DI

Technical  
interest  
advertisi  
Room 11

For  
furnished  
East 48  
rooms,  
Or 2 s  
bath, k  
\$110.

ADVERT  
to sell sy  
ceptional  
experience  
665, Printi

ESS

We want  
on his ow  
for that k  
who has l  
nate ideas,  
increase th  
and feel s  
lished Adv  
and perman  
full parti  
qualificati

## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost fifty-five cents a line for each insertion. No order accepted for less than two dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Monday Morning

### BUSINESS OPPORTUNITIES

**MARK A. SELSOR**—a builder-up of small magazines on the basis of it paying the advertiser—can take another paper. Write him. 805 Caxton Bldg., Chicago.

### Printing Plants and Businesses

Bought and Sold

Printers' Outfitters

CONNER, FENDLER & CO.  
New York City

There is a **Printer Out of Town**—one hour from Penn. Station, equipped to handle house magazines, catalogues, direct-by-mail advertising, etc., in New York style without the City overhead. Close co-operation, auto delivery. **Glen Cove Press, Inc.**, Glen Cove, L. I. Tel. 498.

### Technical Advertising

**Copy—Art—Layout**

**Direct-Mail Literature**

Technical Advertising with the human interest touch by an Engineer, an Advertising Man and a Technical Artist. Room 1110, 120 W. 32d St., N. Y. C.

**For Rent** CONGENIAL QUARTERS, attractively furnished in artist's private house, East 48th St. Either 4 individual rooms, \$40, \$50, \$60, all large, light. Or 2 suites each having 2 rooms, bath, kitchenette, 2 fireplaces, \$90, \$110. Vanderbilt 9182.

### HELP WANTED

**ADVERTISING SALESMEN WANTED** to sell syndicate bank advertising of exceptional merit as side line. Should be experienced. Liberal commission. Box 665, Printers' Ink.

### ARE YOU A "SELF-STARTER"?

We want a man who can start something on his own initiative. We are looking for that kind of a business-getter. One who has had experience, who can originate ideas, secure accounts, bring results, increase the business, work in harmony, and feel secure in an old and well-established Advertising Agency. Good money and permanence for the right man. Give full particulars of your experience and qualifications. Address Box 662, P. I.

**ACCOUNT SOLICITOR**—Experienced Cincinnati advertising agency. Liberal commission to start—salary when proven. Numerous good prospects. Give details. Box 667, Printers' Ink.

**Sign Salesman** to sell all kinds of outdoor and indoor signs and advertising displays. We are manufacturers and have interesting proposition to offer to man who controls real business. Address Box 674, Printers' Ink.

### ARTIST WANTED

A store and bank fixture manufacturing concern located in a Southern city of over 45,000 population desires the services of an artist capable of producing good water-color, pen, pencil and air brush drawings and prospectives of bank and store fixtures. Box 679, P. I.

If you can successfully sell advertising space in Business Publications—if you are experienced, energetic and *sure* of yourself; so sure that you would rather devote your entire time to one, or possibly two, well-established business publications, on a monthly percentage basis, than to work on a straight salary, then we would like to hear from you—not otherwise. Exclusive territorial rights. Possibilities run \$8,000 to \$15,000 a year, for the right man. Tell your whole story in your first letter which will be held strictly confidential if desired. Address Box 666, Printers' Ink.

### WANTED—Subscription Field Representative

An experienced trainer of men, who knows the game, is acquainted with the peculiar psychology of the average house to house salesman and whose mind has been trained to the house viewpoint.

He must be a man who is not above being a personal producer as well as a producer of agents; a man with unlimited courage, in fighting trim and possessed of the initiative and resource which marks the "Go-Getter."

### WOMAN'S WORLD

"*The Magazine of the Middle West*" has a permanent and profitable position to offer a man who can measure up to its high standard of requirements. Replies will be treated in strict confidence but must contain a complete outline of applicant's experience, previous or present earnings, age, nationality, whether married or single and if free to travel for extended periods. Address P. M. Hinman, care Woman's World, Chicago.

# MARMON

*The Foremost Fine Car*

## WANTED: High Grade Automobile Retail Salesman

The new price of \$3185.00 for the Marmon car has brought this fine automobile within the reach of a broadened field of buyers and has opened up such an enormous market that we need at once more real retail salesmen for our distributors. Automobile, stock, bond, insurance, high grade specialty and machinery salesmen preferred. Only men capable of earning \$6,000 to \$10,000 yearly need apply.

### NORDYKE & MARMON COMPANY

Established 1851

INDIANAPOLIS

Sign Salesmen capable of selling service and quality, not price, for a most successful manufacturer of Metal Signs. Men who expect real profits and who can reach and sell the large buyers make up our present staff. Can you qualify? Address Box 664, care of Printers' Ink.

### COPY WRITERS

An opening exists in an aggressive organization for a man who can write sensible, sincere and convincing copy which will sell Fine Fishing Tackle. Primarily we want a writer of copy but experience in layout, type and art work is desirable. This is a difficult job which talent and work alone can retain and develop. If you are loyal, adaptable, ambitious and will provide evidence of talent and ability, write us sufficient detail concerning your past record and your expectations to warrant favorable consideration. B.W.J. care Shakespeare Company, Kalamazoo, Michigan.

### COPY MAN WANTED

The Circulation Department of a large magazine wants a man with ideas, capable of writing mail-order and newspaper advertising copy. Splendid opportunity for man who can produce results. Box 678, Printers' Ink.

### COPY MAN WANTED

A moderate sized, well-financed agency in the Southwest needs a high-grade experienced copy writer.

The successful applicant will be given an interest in the business after he has proven himself. No beginners need to apply. Write fully, sending specimens of your work. Box 672, Printers' Ink.

### MISCELLANEOUS

**500 Things to Sell by Mail** Remarkable new publication. Workable plans and methods. Loose-leaf, cloth binder. Prepaid \$1.00. Walhamore Company, Lafayette Bldg., Philadelphia, Pa.

Book  
raphy,  
travel-  
and re-  
308-31

One  
lent o  
Mr. D  
Street



An Ad  
excell-  
ing ad-  
in Oh-  
jacent  
interes-  
coope-  
Printe  
IF W  
ON ?

we do  
equip-  
magazi  
an  
RURA  
Mt. C

All're  
small  
to bec  
salary  
681. I

Color  
and w  
Handl  
connect

**ADVE**  
Produ  
really  
good  
refer  
dress

**ADVE**  
Capab  
copy,  
details  
ent G  
seeks

desire  
York  
Print

**Copy**  
writer  
and ad  
but se  
greater  
Unive  
Printe

who  
arrest  
New Y  
is now  
manuf  
gradua

**Book Manuscripts Wanted!** Autobiography, fiction, business, religious, verse, travel—any subject. Immediate reading and report. Dorrance & Co., Publishers, 308-310 Walnut St., Philadelphia.

#### PRINTING PRESS

One Cottrell single-color rotary. Excellent operating condition. Big sacrifice. Mr. Dudley, McCall Co., 236 West 37th Street, New York City. Longacre 2190.



An Advertising Agency qualified to give excellent service in preparing and placing advertising wants additional business in Ohio, western Pennsylvania and adjacent territory. We are particularly interested in business requiring close co-operation with the advertiser. Box 663, Printers' Ink.

#### IF WE CANNOT SAVE YOU MONEY ON YOUR MAGAZINE PRINTING CONTRACT

we don't want it! Because we are equipped to print and mail one or two magazines, house-organs or fraternals, any size or quantity, at a saving. RURAL PUBLISHING COMPANY, Mt. Clemens, Mich.

#### POSITIONS WANTED

All-round agency man seeks connection with small growing agency, New York. View to become member firm later. Moderate salary start. Address "Executive," Box 681, Printers' Ink.

#### ARTIST

Color and poster man, lettering, black and white. Over ten years' experience. Handled many national accounts. Seeks connection. Box 680, Printers' Ink.

**ADVERTISING SOLICITOR**—A Real Producer, one that has experience and really gets results, wants connection with good publication. Can furnish excellent references from present employer. Address Box 668, P. I., Chicago Office.

**ADVERTISING AGENCY EXECUTIVE** Capable assuming full responsibility for copy, production, space-buying and all details of Agency management. At present General Manager of small agency; seeks larger opportunity. Box 683, P. I.

#### ARTIST—LETTERER

desires position half days in New York City. Box 671, care of Printers' Ink.

**Copy Writer**—Successful record as copy writer, copy chief, house-organ editor, and advertising manager. Now employed but seeking a permanent position with greater opportunity for the future. University trained, married. Box 669, Printers' Ink.

#### ADVERTISING MAN

who writes effective copy and makes arresting layouts, wants a job with a New York Manufacturer or agency. He is now advertising manager of a leading manufacturer. Agency trained. College graduate, 27 years old. Box 685, P. I.

#### WE CONNECT THE WIRES

**CLEVER COPY WRITER** and layout man, over 2½ years in present position as account executive with nationally known advertising agency, is in line for similar work in Northern city. Age 30; printing and newspaper business background; very hard and enthusiastic worker; asking \$3000. "Any position he would accept would be capably filled." Our No. 2580-B.

#### FERNALD'S EXCHANGE, INC. THIRD NAT'L BLDG., SPRINGFIELD, MASS.

**PRODUCTION MANAGER**—An A-1 man with both agency and direct-mail experience. A thorough knowledge of the business and a proven producer. Box 673, Printers' Ink, Chicago office.

**TECHNICAL ADVERTISING** with selling punch. I create and write booklets, sales letters and other technical advertising. For my method of service, write Box 682, Printers' Ink.

**SALES PROMOTION EXECUTIVE** I write effective letters and sales literature. I can handle promotion or service department. I am an experienced executive. Box 676, Printers' Ink.

#### ADVERTISING MANAGER

Knows merchandising, sales, business in general. Creative, energetic, analyst, good judgment. Expert on layout. Age 30. Anywhere. Box 686, Printers' Ink.

**BACKGROUND** of two years' college, three years' corporation work and the ability to put the selling idea into every phase of advertising. An earnest desire to give my best. Age 28, now employed. Box 675, Printers' Ink.

#### GIVE ME A CHANCE TO SHOW WHAT I CAN DO

Copy, layouts, buy printing economically. Salary secondary. Will make a fine assistant to some advertising manager. Box 670, Printers' Ink.

Young man (28) desires position as advertising manager of manufacturing concern. Is well educated, conscientious, and original, with four years newspaper advertising experience as solicitor, copy writer and in merchandising department. Box 677, P. I.

**SALES AND ADVERTISING EXECUTIVE** is looking for an opportunity where he can cash in, with a permanent connection and worthwhile future, on his education, experience, and ability. He knows thoroughly sales administration, organization, and promotion, from the office to the firing line. He has successfully handled several different products, in markets ranging from the small retailer to the manufacturer. He is a college man; married; 29 years old; war record. All he wants is the right opportunity, and if you have that, he will take care of the rest. To arrange interview address Box 684, care of Printers' Ink.

# Table of Contents

NEW YORK, August 10, 1922

---

How Much Supervision Do Salesmen Need?.....	<i>Britton Ashbrook</i>	3
Featuring Dependability to Offset "Mushroom" Competition.....	<i>S. C. Lambert</i>	10
Wrigley Increases His Advertising Outlay to \$4,000,000.....	<i>C. M. Harrison</i>	17
Canvassing and Its Place in Selling Household Appliances.....	<i>R. R. Scovell</i>	25
When a Workers' Guild in China Wants to Raise Prices.....		33
Who Gets the Commission on Unshipped Orders When the Salesman Resigns?.....		36
Report of Congressional Commission on Distribution Costs.....		41
The Dangers of Becoming a "Desk Executive".....	<i>C. A. Howard</i>	44
Wall Paper Rises to the Occasion.....	<i>Albert Ericsson Haase</i>	53
Chiropractors Take Their Case to the Bar of Public Opinion.....		61
Why the Textile Business Has Been Backward in Advertising.....		64
Putting the Human Element in "Human Interest" Illustrations.....	<i>By a Commercial Art Manager</i>	73
Overcoming the Seasonal Demand by Creating More Seasons.....	<i>James Henle</i>	81
Creating a Market to Order in Advance of General Advertising.....	<i>G. A. Nichols</i>	89
Automobile Merchants of New York Ask for Free Advertising Idea.....		99
Talking over the Shoulder of a Convention to Sell Watches.....		103
Successful Manufacturers Find Way to Advertise Prosperity.....	<i>James True</i>	109
British Tomato Industry Advertises.....	<i>Gilbert Russell</i>	115
More about Standardization.....		123
Plate Glass Manufacturers Advertise Jointly to Extend Market.....	<i>Roland Cole</i>	129
Where the Electrical Industry Stands, Advertisingly.....		137
The Automobile Dealer Helps Spread Gasoline Facts in Ohio.....	<i>Raymond Atwood</i>	141
Giving the Consumer Booklet a Real Literary Flavor.....	<i>W. H. Heath</i>	146
A Sugar Coating for the Too-Positive Sales Letter.....	<i>E. P. Corbett</i>	154
Editorials .....		166
A. A. C. of W. Takes Important Step—The Profitableness of Unselfish Advertising—Advertising and Turnover—Alexander Graham Bell and Theodore N. Vail.		
Summary of Advertising in Magazines for August.....		173
"Printers' Ink's" Four-Year Record of August Advertising.....		178
The Little Schoolmaster's Classroom.....		180

# Outdoor Advertising

NATION-WIDE

110,000,000  
CIRCULATION

## ECONOMY

—through multiplying the buying-power of the appropriation, through intensifying marketing activity and making it more efficient and profitable—one of the 12 advantages of

## OUTDOOR ADVERTISING

Thos. Cusack Co.

### CHICAGO

HARRISON  
LOOMIS &  
CONGRESS STS.

### NEW YORK

BROADWAY  
FIFTH AVE.  
AT 25TH ST.

BRANCHES IN 45 CITIES OPERATING IN OR  
REPRESENTING OVER 8,500 CITIES AND TOWNS.

Aug. 10, 1922

# The Situation TODAY In Chicago

DURING July The Chicago Tribune printed 38% of all the advertising carried by Chicago newspapers.

It printed more than the Herald & Examiner, American, Journal and Post combined. It printed more than the two leading evening papers combined (The News and The American).

The net gain of the other five papers during July, 1922, over July, 1921, was 568 columns. The gain of The Tribune alone was 725 columns.

*The* **TRIBUNE** *is first in*  
**Chicago**

